

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :407-MADRID

002-FISHERIES,SEA PRODUCTS & SERV.
SPAIN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

PREPARE COMPREHENSIVE MARKET STUDY FOR FISHERIES PRODUCTS IN SPAIN AND DISSEMINATE IT TO CANADIAN INDUSTRY.

CANADIAN SUPPLIERS WILL BE ENCOURAGED TO TAKE A MORE ACTIVE INTEREST IN SPANISH MARKET.

ORGANIZE RETURN VISIT BY NEWFOUNDLAND DELEGATION TO THE BASQUE FISHING INDUSTRY.

PRODUCT SALES, MARKETING AND INDUSTRIAL COOPERATION AGREEMENTS TO \$5M.

CONTINUE TO ASSIST SPANISH FISHING COMPANIES INTERESTED IN INVESTING IN CANADIAN FISHERIES SECTOR.

IMPROVE ACCESS TO SPANISH MARKET AND THIRD COUNTRY MARKETS TRADITIONALLY SERVICED BY SPANISH COS.

IDENTIFY COMPANIES IN NOVA SCOTIA, NEW BRUNSWICK & PRINCE EDWARD ISLAND INTERESTED IN REACHING A LONG TERM CONTRACT WITH HISPANAGAR S.A. TO SUPPLY SEAWEED (CHONDRUS CRISPUS) ON REGULAR BASIS.

POTENTIAL IS APPROX. 1,000 MT PER YEAR OF \$0.5M.

APPROACH SPANISH MINISTRY OF HEALTH WITH A VIEW TO EASING THE DEPURATION REQUIREMENTS ON IMPORTED LIVE CLAMS.

PROVIDE REGULAR MARKET TO SHELLFISH EXPORTERS IN B.C.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RESPOND TO OTTAWA'S SUGGESTION FOR FISHERIES MISSION TO SPAIN LATER THIS YEAR.
PROMOTE CDA/SPAIN JVS IN FISHERIES.

FOLLOWING CONSULTATION,MISSION NOW PLANNED FOR OCTOBER.
PEBSA HAS ARRANGED JV IN NOVA SCOTIA.

QUARTER: 2 Organize soybean mission to Canada.
Organize fisheries Mission to Spain.

Mission postponed due to problems in Spain.
10 Cdn companies will visit Madrid, Barcelona, San Sebastian, Vigo and La Coruna in Oct.

QUARTER: 3 Organize Fisheries Mission to Spain.
Attend SIAL Fair in Paris.
Promote Royal Winter Fair in Toronto.

Mission was very successful resulting in many new sales. -Many Cdn cos interested in Spain were provided info on Spanish buyers. -Very large group of Spanish officials/cattle buyers attended.

QUARTER: 4 Provide information on Spanish fleet/fishing activity in NAFO.

Briefed Deputy Director of EPA during visit and telexed report on Spanish NAFO activity to Ottawa.