

REPORT 4  
88/10/21

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 : 422-VIENNA

001-AGRI & FOOD PRODUCTS & SERVICE  
AUSTRIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

CONTINUING IN OUR EFFORTS IN DEVELOPING AUSTRIAN MARKET FOR  
CANADIAN FOODSTUFFS AND RELATED PRODUCTS.

SERVICING CONSTANTLY INCREASING MARKET ENQUIRIES FROM CANADIAN  
COMPANIES IN THIS SECTOR.

TRAVEL FUNDS PERMITTING, INCREASE NUMBER OF CALLS OUTSIDE  
CAPITAL ON AUSTRIAN IMPORTERS IN THIS SECTOR.

ANTICIPATED RESULTS:

SMALL INCREASE IN CANADIAN SALES OF 5%.

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IMPROVED KNOWLEDGE OF CANADIAN CAPABILITIES  
AND THUS HOPEFULLY INCREASING OUR SALES VOL-  
UME BY 5%.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

CANADIAN COMPANIES HAVE BEEN ADVISED  
OF THE NEED FOR AUSTRIAN MARKET AND THE  
NECESSARY SUPPORT FOR INVESTMENT IN AUSTRIA  
MAY RESULT FROM THESE ACTIVITIES.

NUMBER OF CANADIAN COMPANIES IDENTIFIED  
FOR CONTACTS FOR THE MISSION ESTABLISHED.

INCREASE IN INVESTMENT IN AUSTRIA  
POTENTIAL FOR DEVELOPING FURTHER  
PROCESSING OF OIL IN AUSTRIA.

SEE OF CANADIAN EXPLORERS  
ESTABLISH COMMERCIAL RELATIONS FOR  
INCREASE NUMBER OF CONTACTS BETWEEN AUSTRIAN  
INDUSTRIAL AND AGRICULTURAL SECTORS  
IN AUSTRIA. INVESTMENT AND ECONOMIC GROWTH  
THE COMPLETED FIRST PART OF INVESTMENT.

BELIEVE THIS TO BE ONE OF ESSENTIAL  
SOURCES FOR INVESTMENT INFORMATION  
WHICH WILL BE USED.

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