

REPORT 4
89/02/06

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 :637-SAO PAULO

001-AGRI & FOOD PRODUCTS & SERVICE
BRAZIL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW UP TO OFFICIAL PARTICIPATION IN EXPOINTER'87 & EXPOTIBA'87
AS WELL AS SPONSORED VISITS OF BRAZILIAN OFFICIALS TO ROYAL WIN-
TER FAIR AND WESTERN AGRIBITION SHOW

FIRM UP NEW REPRESENTATION AGREEMENTS (2) AND
SALES OF LIVESTOCK AND SEMEN (2 TO 3 MILLION)

MAINTAIN/EXPAND CONTACTS WITH POULTRY, GOATS, SWINE AND HORSES
BREEDERS.

DETERMINE WHETHER THESE AREAS SHOULD BE PUR-
SUED AND IF SO WHICH AND HOW.

MONITOR AND REPORT ON VARIOUS MARKET ACCESS ISSUES AFFECTING CDN
EXPORTS IN THIS SECTOR PARTICULARLY BILATERAL BRAZILIAN TRADE
ARRANGEMENTS FOR POTASH.

ENSURE EQUAL ACCESS TO CANADIAN SUPPLIERS.

PURSUE ACTIVELY ELABORATION OF A COOPERATION AGREEMENT IN AGRI-
CULTURE WITH STATE OF PARANA RELATIVE TO LIVESTOCK AND GENETIC
MATERIAL.

SIGN COOPERATION AGREEMENT THEREBY CREATING
OPPORTUNITIES FOR SALES AND TECHNICAL COOPE-
RATION.

ARRANGE CANADIAN PARTICIPATION AT CATTLE BREEDING SEMINAR/CONVEN-
TION IN PARANA, MAY 88.

ENLARGE EXPOSURE OF CANADIAN BREEDING AND MA-
NAGEMENT TECHNIQUES TO TAKE ADVANTAGE OF EX-
PECTED AGREEMENT SIGNING WITH PR

PURSUE ACTIVELY OPPORTUNITIES FOR JV/TT IN AGRICULTURAL MACHINERY
IDENTIFIED VIA SASK. GOVERNMENT SPONSORED VISIT OF ABIMAQ REPRE-
SENTATIVE TO FARM PROGRESS SHOW, E.G. SPRAYING EQUIPMENT.

TWO JOINT-VENTURE/TECHNOLOGY TRANSFER IN
MEDIUM TERM.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A)ORGANIZE PARTICIPATION IN 4TH ANNUAL PARANA
BREEDER'S ASSOCIATION APRIL 9.
B)BEGIN PLANNING & ORGANIZATION OF EXPOINTER.

SIGNIFICANT ORDERS RECEIVED - COOPERATION AGREE-
MENT BETWEEN PARANA & MACDONALD COLLEGE RE-
ACTIVATED.

QUARTER: 2 Participation in EXPOINTER '88. Prepare the
Saskatchewan Potash Mission. Assist partici-
pation of Canadian companies in Brazilian Jersey
and Holstein Shows

Strengthen of Cdn image in Brzl livestock mkt.
Betterment of Cdn knowledge of Brzl present & fut-
ure fertilizer mkt. This will generate report
from the Post on Brzl crop. Resulted in import.
sales of live animals and semen.

QUARTER: 3 -----

QUARTER: 4 -----