

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 :422-VIENNA

001-AGRI & FOOD PRODUCTS & SERVICE
AUSTRIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

SMALL INCREASE IN CANADIAN SALES OF 5%.

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

SMALL INCREASE IN CANADIAN SALES OF 5%.

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

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

CONTINUE WITH OUR ASSISTANCE TO THE EXISTING AUSTRIAN INVESTOR IN
THIS SECTOR.

INCREASE IN INVESTMENT IN CAN.
POTENTIAL FOR DEVELOPING MARKET --- A
PROGRESSIVE OF 5% IN CAN.

NON SECTORALLY ORIENTED ACTIVITIES

CONTINUE ALREADY EXCELLENT COOPERATION WITH FEDERAL ECONOMIC BUREAU
PARTICULARLY IN THE AREA OF TECH TRANSFER.

INCREASE NUMBER OF CONTACTS BETWEEN CAN-
ADIAN AND AUSTRIAN FIRMS IN THIS AREA.

INCREASE CLARIFICATION WITH THE AUSTRIAN BANKS & FINANCIAL INSTITUTIONS
AIMING AT ESTABLISHMENT OF INVESTMENT INFO EXCHANGE & OTHER UNDERSTAND-
ING AGREEMENTS.

RELIEVE PRESSURE ON THE AUSTRIAN
BANKS FOR INVESTMENT INFORMATION.