

REPT4D
90/01/23

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :424-DUSSELDORF

001-AGRI & FOOD PRODUCTS & SERVICE
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

INTRODUCTION TO NEW FIRMS OF FROZEN PRE-COOKED MEALS
INCREASE ANNUAL SALES BY 5-10%

IDENTIFY NEW CHANNELS OF DISTRIBUTION
INCREASE SALES BY 10%

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 A. Development of Tengelmann promotion of Cdn food products
- B. participation at Seafood Outlook Conference (St. John's April 14-17)

- Agreed date for promotion (Oct. 1-13/1990)
- Agreed on coordination of info flow involving Post, Tengelmann reps. + Ottawa - Selected promotional venues (Magnet+Grosso markets) - Established Fed/Prov. meeting for July

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----