

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 :645-SAN JOSE

001-AGRI & FOOD PRODUCTS & SERVICE
COSTA RICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

COMPLETION OF A SURVEY OF THE MARKET FOR AGRICULTURAL INPUTS.

GREATER KNOWLEDGE OF THE MARKET. IMPROVED ABILITY TO SERVICES ENQUIRIES AND TO ATTRACT NEW EXPORTERS TO THE MKT.

EXPAND AND COMPUTERIZE OUR LISTINGS OF IMPORTERS/DISTRIBUTORS/ AGENTS OF AGRICULTURAL INPUTS.

IMPROVED ABILITY TO MAKE IMPORTER-EXPORTER CONNECTIONS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUE TO PROMOTE CDN AGRICULTURAL PRODUCTS AMONG MAJOR IMPORTERS OF THE REGION TO INCREASE CANADIAN MARKET SHARE IN THIS SECTOR.

TRADE PROMOTION TRIPS WERE MADE TO PANAMA,HONDURAS,EL SALVADOR & NICARAGUA TO DEVELOP NEW CONTACTS & INCREASE INTEREST & KNOWLEDGE OF CDN PROD .AMONG REGIONAL IMPORTERS,APPROX 30 NEW POTENTIAL IMPORT HAVE BEEN IDENT & ADDED TO OUR INDEXE

QUARTER: 2 Participation in FIAGA 88, an agricultural trade fair in Panama, had been planned.

FIAGA 88 was cancelled. As an alternative, we are now developing catalogue shows, covering the agricultural inputs sector, to be held in the Jan-March, 1989 period.

QUARTER: 3 -----

QUARTER: 4 -----