

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 436-DUBLIN

001-AGRI & FOOD PRODUCTS & SERVICE
IRELAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

GENERATE GREATER CANADIAN INVOLVEMENT IN IRISH (AND EEC) MARKETS THROUGH JOINT VENTURES WITH IRISH PARTNERS.

SERIOUS INTEREST IN THIS CONCEPT ON THE PART OF IRISH INDUSTRY AND AUTHORITIES. EASIER ACCESS TO IRISH & EEC MARKETS.

FOLLOW-UP RE POSSIBILITIES OF CO-OPERATION BETWEEN IRISH AND CANADIAN BREWERS

HIGHLY COMPETITIVE MARKET. INITIAL CONTACT.

DISCUSS CANADIAN SOURCING OPTIONS WITH FRUIT IMPORTERS OF IRELAND LTD (FII).

INCREASING INTEREST ON PART OF FII IN NEW SOURCES.

DEVELOP MARKET FOR CANADIAN WINE.

SAMPLES EN ROUTE TO LOCAL WINE IMPORTER/RETAILER.

FOLLOW UP MEETINGS WITH KERRY CO-OP CONCERNING TRANSFER OF TECHNOLOGY IN FOOD SECTOR. KERRY CO-OP ALSO INTERESTED IN INVESTMENT POSSIBILITIES IN CANADA.

CANADIAN CONSULTANT TO MAKE RECOMMENDATIONS TO KERRY CO-OP. POSSIBLE VISIT TO CANADA.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ENCOURAGE CDN INDUSTRY TO CONSIDER TECHNOLOGY TRANSFER(DAIRY, MEAT AND FISH PRODUCTS) WITH IRISH INDUSTRY.

DESPITE POST EFFORTS, THE LEVEL OF INTEREST ON PART OF CDN FIRMS HAS BEEN DISAPPOINTING. IRISH FIRMS ARE SERIOUSLY INTERESTED. CDN BEER & WINE NOW BEING MARKETED IN IRELAND.

QUARTER: 2 ASSESS POSSIBILITIES OF TECHNOLOGY TRANSFER.

DESPITE THE POOR RESULTS TO DATE, WE INTEND TO CONTINUE OUR EFFORTS AND DEVELOP NEW CONTACTS WITH A LARGER SPECTRUM OF CANADIAN INDUSTRY.

QUARTER: 3 -----

QUARTER: 4 -----