

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

271

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BRASILIA

Market: BRAZIL

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: VISIT TO CANADA OF BRAZ MIN OFFICIAL TO INVEST CDN BEEF CATT
Expected Results: PENETRATION OF BRAZILLIAN BEEF CATTLE MARKET (PIEDMONTESE, HEREFORD, SHAVE, BEEFOLEND).

Activity: FOLLOW UP TO TECHNICAL DAIRY CATTLE SEMINARS HELD IN MAR 88
Expected Results: INCREASED SALES DAIRY CATTLE BREEDING STOCK.

Activity: MKT TRIP IN CO. OF YAKULT (SEMEX REP) TO NEW & UNTAPPED TERR
Expected Results: INCREASE SALES OF QUALITY DAIRY CATTLE BREEDING STOCK.