

REPORT 4
88/10/21

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 : 476-BUCHAREST

001-AGRI & FOOD PRODUCTS & SERVICE
ROMANIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ONGOING SUPPORT FOR POTENTIAL CDN EXPORTERS OF TURKEY BREEDING STOCK, SEMEN, EMBRYOS AND HIDES.

CREATE AN EXPORT MARKET

DEVELOP PROGRAM OF CALLS ON APPROPRIATE ROMANIAN OFFICIALS/DECISION MAKERS.

ENHANCED CANADIAN PROFILE WITH END-USERS AND POSSIBLE FUTURE SALES OF UP TO \$1 MILLION.

POSSIBLE SEMINAR(S)/WORKSHOP(S) TO SUPPORT CANADIAN PROMOTIONAL EFFORTS.

ENHANCE POSSIBILITY OF CANADIAN SUPPLY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONVINCING ROMANIAN OFFICIALS TO DIVERSIFY THEIR SOURCES OF SUPPLY FOR RAW HIDES, TO INCLUDE CANADIAN SUPPLIERS TOO.

FTO ARAMEX PLACED A TRIAL ORDER. ONTARIO MIN OF AGRIC & FOOD MINI-MISSION MAY RESULT IN FUTURE ORDERS.

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QUARTER: 4 -----