

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,HONDU-
RAS,EL SALVADOR & NICARAGUA TO DEVELOP NEW CONT-
ACTS & INCREASE INTEREST & KNOWLEDGE OF CDN PRO
.AMONG REGIONAL IMPORTERS,APPROX 30 NEW POTENT-
IAL 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 -----