

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 :631-BUENOS AIRES

001-AGRI & FOOD PRODUCTS & SERVICE
ARGENTINA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

POST WILL ATTEND THE YEARLY FESTIVAL OF HOLSTEIN CATTLE AT VILLA MARIA (CORDOBA) WITH PROMOTIONAL MATERIAL AND TO PRODUCE A DATA BASE OF POTENTIAL CUSTOMERS.

SEEDS & SPECIAL CROPS

SECTORIAL STUDY, SEEDS AND SPECIAL CROPS (ACTIVITY WAS DELAYED DUE TO OTHER COMMITMENTS AND POSTPONEMENT OF EVENTUAL MISSION TO FY 88/89).

SEMI & PROCESSED FOOD & DRINK

SEMI PROCESSED AND PROCESSED FOOD MARKET SURVEY

ANIMAL FEED ADDITIVE SECTORIAL STUDY

ANTICIPATED RESULTS:

INCREASE OUR PROFILE AND BETTER PENETRATION OF POTENTIAL MARKET PLUS INCREASED SALES.

A)TO IDENTIFY REQUIREMENTS & MARKETING CHANNELS. B)TO INCREASE NUMBER OR REPS OF CDN COS IN MARKET PLACE.

A)TO IDENTIFY IMPORT NEEDS AND MARKETING CHANNELS. B)TO INCREASE CDN COYS AND REPS. IN MARKET

A)TO IDENTIFY REQUIREMENTS & MARKETING CHANNELS. B)TO INCREASE NO. OF CDN COS ACTIVE IN MARKET. C)TO INCREASE NUMBER OF REPS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 PARTICIPATION TO YEARLY FESTIVAL OF HOLSTEIN CATTLE AT VILLA MARIA WITH PROMOTIONAL MATERIAL.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

PARTICIPATION HAS INCREASED CDA PROFILE WITH LOACL INDUSTRY. - 148 SPECIFIC TRADE ENQUIRIES - \$80,000/\$100,000 IN SALES (SEMEX)