

REPORT 4
89/10/10
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, HONDURAS, EL SALVADOR & NICARAGUA TO DEVELOP NEW CONTACTS & INCREASE INTEREST & KNOWLEDGE OF CDN PROD .AMONG REGIONAL IMPORTERS, APPROX 30 NEW POTENTIAL 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 Preparations for upcoming March Agricultural Catalogue Show. 2)Organized market development visit by Agriculture Canada specialist and private sector expert to evaluate market potential for Canadian Ag. products.

Letters were sent to 120 Cdn exporters of agric. related prod.& services seeking their participation in Catalogue Show. 2)Good mkt info was obtained & visit follow-up is now being done, with cattle seminar under consid.& visits to Cda

QUARTER: 4 An agricultural products catalogue show was held with 29 Canadian companies participating.

More than 120 importers/agents visited the show and numerous trade inquiries were recorded. Follow-up is now being done with Canadian participants and local firms