

REPT4D
90/04/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :640-BOGOTA

001-AGRI & FOOD PRODUCTS & SERVICE
COLOMBIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INCREASED CONTACTS W/AGENTS OF FOOD PROCES.EQPT.AGRIC.EQPT.
INCREASED AWARENESS OF CDN EXPERTISE.

INCREASED PARTICIPATION AT REGIONAL CATTLE FAIRS.
INCREASED AWARENESS OF CDN EXPERTISE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Participation in Agroexpo 89.

Sectoral report near completion on Telecom/Electronics. Electric Power Report completed. Planning & dev. of Cdn Pavillion at Agroexpo '89. Agricultural sectoral report on market opportunities completed.

QUARTER: 2 PLANNING, DEVELOPMENT AND SETUP OF CDN PAVILION AT INTL AGROEXPO FAIR IN BOGOTA, INCLUDED 20 INDIVIDUAL COMPANY BOOTHS AND 60 DAIRY AND BEEF CATTLE

SALES OF APPROX \$900,000 RECORDED
EXCELLENT IMAGE PRESENTED OF CDN PRODUCTS

QUARTER: 3 BUILD ON ACHIEVEMENTS OF CDN PARTICIPANTS IN AGROEXPO 89

POST PREPARED AND DISTRIBUTED MARKET REPORTS ON
(A) GRAIN AND OILSEEDS; (B) PULSES; AND
(C) VEGETABLE SEEDS IMPORTS IN COLOMBIA

QUARTER: 4 -----