

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 :424-DUSSELDORF

SECTOR :002-FISHERIES,SEA PRODUCTS & SERV.
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:FISH & SHELLFISH & OTHER PROD

UPDATE FISH FACT SHEETS DESCRIBING MARKET
MAKE CDN AWARE OF OPPORTUNITIES & DISTRIBUTION CHANNELS

"CANADA" SECTION IN TRADE JOURNAL
HIGHER PROFILE FOR CDN FISH

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 arrange appointments for two seminars on Fed
software in relation to international
market individual visitors to identify suitable
partners.

QUARTER: 2 prepare/distribute report on Netherlands market
for computer hard and software.
Enlarge Fishery Directory of Netherlands
computer hard/software operators

QUARTER: 3 prepared presentation of telecon exporters
free seminar.

QUARTER: 1 A development of foreign promotion of fish
and seafood products
2 participation at several trade fairs
(1st. John's fair) (4-7)

QUARTER: 2 large trade show-Exhibition
National stand - 2B exhibition
Canada section at large
foreign fair-Exhibition
Targeted for Oct 1-12, 1988

QUARTER: 3 prepared presentation of telecon exporters
free seminar.