

REPORT 4
88/07/27

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :347-RIYADH

001-AGRI & FOOD PRODUCTS & SERVICE
SAUDI ARABIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

COMPLETE MARKET REPORT ON AGRICULTURE.

RAISE INTEREST OF CANADIAN SUPPLIERS AND
ENCOURAGE VISITS TO THE MARKET.

CONDUCT MARKET SURVEY FOR FOOD PRODUCTS IMPORTED BY SAUDI ARABIA.

TO HAVE MORE CANADIAN PRODUCTS AVAILABLE IN
SAUDI MARKET.

ENCOURAGE CANADIAN FIRMS TO INVITE LARGE FARM OWNERS TO CANADA
FOR TRADE SHOWS AND OTHER EVENTS.

ACQUAINT FARM OWNERS WITH CANADIAN EXPERTISE
AND CAPABILITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 AGRICULTURAL MISSION

VISITED MAJOR FARMS IN KINGDOM, CO'S. NOW
HAVE DIRECT CONTACT WITH END CLIENTS.

QUARTER: 1 SAUDI AGRICULTURE 87

CDN CO'S MADE PERSENCE KNOWN IN MARKET, MAJOR
POTENTIAL FORESEEN IN AREAS PF PEAT MOSS, SEED
EQUIPMENT.

QUARTER: 2 -----

QUARTER: 3 TO INCREASE CDN PRESENCE IN AGRI-FOOD SECTOR
BY IDENTIFYING NEW POTENTIAL CUSTOMERS.

CONTACTS WERE MADE WITH TWO JEDDAH BASED COMPAN-
IES WHICH ARE IN THE PROCESS OF NEGOTIATING WITH
A NUMBER OF CDN COMPANIES IN FOOD SECTOR.

QUARTER: 3 TOUR OF HA'IL & QASSIM.

VISIT TO MAJOR AGRIC. AREAS TO INCREASE INTEREST
IN CDN TECHNOLOGY PRIOR TO AG. SHOW.

QUARTER: 4 FOLLOW-UP MISSION FOR BAHRAIN MEFEX FOOD PROD-
UCTS SHOW.

IMMEDIATE SALES OF OVER \$ 1 MILLION DURING
FOLLOW-UP VISITS.