

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 :347-RIYADH

001-AGRI & FOOD PRODUCTS & SERVICE
SAUDI ARABIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

VISIT ON A REGULAR BASIS (TWICE PER YEAR) AGRICULTURAL AREAS
(HA'IL, TABUK, GASSIM AND AL KHARJ).

EXPLORE POTENTIAL FOR FABA BEAN CANNING PLANT

DEVELOP PROGRAMME OF SEMINARS WITH MINISTRY OF AGRICULTURE IN
AREAS OF POTATOES ETC.

ANTICIPATED RESULTS:

RAISE AWARENESS AMONG MAJOR FARMS OF CANADIAN
TECH. AND OBTAIN RFQS.

JOINT VENTURE CARRING PLANT IN CANADA FOR
EXPORT TO KINGDOM OF SAUDI ARABIA.

RAISE CANADIAN PROFILE IN MINISTRY.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 MAJOR FOOD PROMOTION EVENT TO BE HELD LATER THIS
YEAR IN COOPERATION WITH LARGE FOOD IMPORTER.

QUARTER: 1 SAUDI AGRICULTURAL SHOW AND MISSION.

QUARTER: 2 Follow-up with Saudi business visitors to Regina
Western Canada Farm Show - June 22-25/88.
Follow-up with Saudi business visitors to Food
Pacific, Vancouver, August 30 - September 2/88.

QUARTER: 3 Visit of External Affairs officer, Mr. Sam
Elkady (TAA), December 22-27, 1988.

QUARTER: 4 Saudi Food, Riyadh 25 February - 1 March

QUARTERLY RESULTS REPORTED:

ONE COMPANY IS SERIOUSLY WORKING ON PROJECT
WHICH WILL INVOLVE A NUMBER OF CANADIAN FOOD
EXPORTERS WHO ARE EXPECTED TO BREAK INTO LOCAL
MARKET FOR THE FIRST TIME.

SHOW MAY LEAD TO ONE J-V IN ADDITION TO POSSIBLE
SALES OF \$ 5 MILLION. MISSION TO HA'IL AND
GASSIM IDENTIFIED POTENTIAL IN SEED CLEANING AND
HANDLING AND ALTERNATIVE CROPS.

Sale of 341 holstein cows for Saudi dairy farm
under negotia'n;estimated value \$1/2 mn, \$1mn
j.v. for poultry farm being negotiated. 3 reps.
of Saudi cos. attended the show.Expected sales
in next 12 mths estimated to be \$1-2 million.

Following meetings with Saudi gov't officials
and large agriculture sector companies clear
idea established of current situation in KSA on
subject sector.

Information booth participation generated sour-
cing enquiries and registered new agents. Cnd.
company achieved sales agreement for wild rice
valued at approximately \$10,000.