

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:

ANTICIPATED RESULTS:

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

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

EXPLORE POTENTIAL FOR FABA BEAN CANNING PLANT

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

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

RAISE CANADIAN PROFILE IN MINISTRY.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

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.

QUARTER: 1 SAUDI AGRICULTURAL SHOW AND MISSION.

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.

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.

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.

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

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

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

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