

REPORT 4
88/10/21

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 :319-DAMASCUS

001-AGRI & FOOD PRODUCTS & SERVICE
SYRIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ENHANCED PROMOTIONAL EFFORTS WITH GOVT REGISTERED "MIXED AGRICULTURAL COMPANIES" TO EXPLORE POSSIBLE INTEREST IN CDN PRODUCTS AND SERVICES FOR FARM DEVELOPMENT PROJECTS.

FOLLOW-UP TO SYRIAN PARTICIPATION AT WESTERN CANADA FARM PROGRESS SHOW IN JUNE 87. ASSESSMENT OF TRIALS PROGRAM FOR CDN FARM IMPLEMENTS WITH GEN ORG. FOR AGRIC MERCHANIZATION.

SUPPORT EFFORTS OF LOCAL AGENTS FOR CDN FOOD PRODUCTS EXPORTERS IN ANTICIPATION OF EASING OF IMPORT RESTRICTIONS PLACED UPON PRIVATE SECTOR SYRIAN IMPORTERS.

POTENTIAL INTRODUCTION OF CDN SEED POTATO VARIETIES WITH THE GENERAL ORGANIZATION FOR SEED MULTIPLICATION (GOMS) IN ALEPPO.

FOCUS FOOD PRODUCTS PROMOTIONAL EFFORTS ON STATE PURCHASING AGENCIES SUCH AS GEZA WITH EMPHASIS ON RAW MATERIALS, OILSEED PRODUCTS (CANOLA) AND CEREAL GRAINS.

INITIAL CONSULTANCY CONTRACT BY CDN FIRM FOR FARM MANAGEMENT; POSSIBLE IMPORTS OF CDN DAIRY CATTLE BY ONE FIRM.

POSSIBLE CONSIGNMENT OF CDN ROCKPICKERS OR OTHER SPECIALIZED IMPLEMENTS FOR TRIALS PROGRAM WITH G. O. A. M.

RETURN TO PREVIOUS SALES LEVEL (EG 500K TO \$1M) OF CDN FOLLD PRODUCTS IN MARKET.

AFTER TRIALS PROGRAM, INCLUSION OF CDN VARIETIES IN GOSM CALLS FOR TENDER BY FOREIGN SEED POTATO SUPPLIERS. BASIS FOR PENETRATION OF "DUTCH" MARKET.

INITIAL TRIAL ORDERS FOR CDN PRODUCTS BY GEZA THROUGH SUCCESSFUL TENDER PARTICIPATION BY CDN EXPORTERS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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