

REPORT 4
88/03/16

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

Page 90

POST : 431-HELSINKI

001-AGRI & FOOD PRODUCTS & SERVICE
FINLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

IN STORE PROMOTION OF CONSUMER AND FOOD PRODUCTS IN FALL OF 1987.

REPORT EXPECTED EASING OF FINNISH IMPORT RESTRICTIONS ON FOOD PRODUCTS TO THE DEPARTMENT AND SELECTED CANADIAN EXPORTERS.

ANTICIPATED RESULTS:

A GREATER FINNISH AWARENESS OF CANADIAN FOOD PRODUCTS; SOME INCREASE IN SALES.

SOME INCREASE IN EXPORT OPPORTUNITIES FOR CANADIAN SUPPLIERS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 PROMOTE AND REPORT ON EXPECTED EASING OF FINNISH IMPORT RESTRICTIONS ON FOOD AND AGRICULTURAL PRODUCTS.

QUARTER: 2 COMPLETED "WHEAT AND COARSE GRAINS" REPORT, "BERRY" REPORT AND "AGRICULTURE IN FINLAND" REPORT.

QUARTER: 3 REPORT EXPECTED EASING OF FINNISH IMPORT RESTRICTIONS ON FOOD PRODUCTS TO THE DEPARTMENT & SELECTED CDN EXPORTERS.

QUARTER: 3 IN-STORE PROMOTION OF CONSUMER & FOOD PRODUCTS.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

NO PROGRESS ACHIEVED. FINNISH AUTHORITIES HAVE DISALLOWED USE OF CDN MUSTARD IN MEAT PROCESSING INDUSTRY. POST WILL ATTEMPT TO HAVE ACTION REVERSED.

BETTER KNOWLEDGE IN CANADA OF FINNISH FOOD PRODUCTS MARKET.

MONITORED & REPORTED ON CROP FAILURE & SUBSEQUENT TEMP. LIFTING OF IMPORT DUTY ON CERTAIN PROD. ATTENDED ANUGA FAIR IN COLOGNE WHERE INFORMED CDN EXPORTERS OF ABOVE & INCREASED EXPORT POSS. ASSISTED LOCAL IMPORTER TO OVERCOME RESTRICT

CANCELLED PROMOTION DUE TO DIFFICULTY IN COORDINATION WITH OTHER NORDIC POSTS.