REPORT 4 89/10/10

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 :532-MELBOURNE

001-AGRI & FOOD PRODUCTS & SERVICE AUSTRALIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ASSIST AUST. BUYERS TO VISIT CANADA TO SELECT SPECIFIC BREEDS INCREASE VISITORS TO CANADIAN A1 CENTRES. GENETIC MATERIAL.

ANTICIPATED RESULTS:

SUPPORT CANADIAN BREEDERS VISITS TO AUSTRALIA BY PROVIDING FULL MORE MEANINGFUL AND PRODUCTIVE VISITS. INFORMATIION ON POTENTIAL PURCHASERS.

SUPPORT ONTARIO GOVERNMENT INITIATIVES TO BRING TO CANADA KEY INCREASED SALES BY 10% AND CLOSER FEDERAL GENETIC MATERIAL IMPORTERS.

PROVINCIAL RELATIONS.

SEMI & PROCESSED FOOD & DRINK

FOLLOW UP PTI STUDY UNDERTAKEN BY OFFICER FROM EXTOTT(TAN).

BE ALERTED TO SPECIFIC GROCERY PRODUCT LINES

SURVEY TRADE IN AUSTRALIA VIA THE AUSTRALIAN INTERNATIONAL FOOD EXHIBITION HELD MELBOURNE, 10-13 OCTOBER 1988 FOR ADDITIONAL LINES.

SUPPORT ONTARIO GOVERNMENT'S INITIATIVES TO PROMOTE ONTARIO FOOD PRODUCTS INTO AUSTRALIA.

UNDERTAKE AN IN-HOUSE FOOD SAMPLE SHOW BASED ON SPECIFIC FOOD LINES RECOMMENDED BY TAN.

TO LIAISE WITH DISTRIBUTORS AND MANUFACTURERS TO IDENTIFY OPPOR-TUNITIES FOR SALES, LICENSING AND JOINT VENTURES.

THIS STUDY TO BE CIRCULATED TO CANADIAN FOOD PROCESSORS. THAT COULD BE SUPPLIED BY CANADIAN COMPANIES.

IDENTIFY SPECIFIC GROCERY PRODUCTS REQUIRED BY AUSTRALIAN IMPORTERS.

INCREASED SALES BY 10% AND CLOSER FEDERAL PROVINCIAL RELATIONS.

INITIATE SALES OF CAN CONFECTIONARY PRODUCTS.

TO PROMOTE SALES AND INCREASE RETURNS VIA LICENSING ETC BY ASSISTING IN TWO JV ASSESS-MENTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ----

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----