

REPT4D
90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

84

POST :406-LISBON

SECTOR :002-FISHERIES,SEA PRODUCTS & SERV.
PORTUGAL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:FISH & SHELLFISH & OTHER PROD

ONGOING PROGRAM OF MARKETING CALLS ON MAJ IMPORTERS
REPORTS TO EXPORTERS ON OPPORTUNITIES

CLOSER CONTACT WITH LOCAL AUTHIRITIES
MAINTAIN ACCESS TO MARKET

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -Marketing calls on major codfish buyers.
-Maintain database on fisheries issues.
-Report to Ottawa on Portugal's position(s) at
September meeting of NAFO.

-Buyers concerned at apparent shortages.
-Met with officials to discuss latest catch data
-Met with SecState Fisheries and with DirGen
Fisheries. Positions have not changed signi-
ficantly since November 1988.

QUARTER: 2 -----

QUARTER: 3 -Organize and implement campaign actions.
-Maintain contact with local officials.
-Maintain contact with major customers.

-Visits of Parl del and industry group were
successful.
-Met with senior officials re programs for above
visits.
-Met with major northern buyers.

QUARTER: 4 -Follow-up to visits of Parl del and industry
group.
-Maintain contact with major customers.
-Assess developments in govt positions.

-Media impact of visits was reported to Ottawa.
-Met with potential new buyers.
-Positions remained unaltered.