

POST : 403-ROME

002-FISHERIES, SEA PRODUCTS & SERV.
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

OBTAIN ITALIAN MINISTRY OF HEALTH AUTHORIZATION FOR EASTERN CDN
COASTAL WATERS TO PERMIT IMPORT OF CLAMS.

OBTAIN AUTHORIZATION

OBTAIN DOCUMENTATION FM FANDD CANADA REQUIRED TO OBTAIN AUTHORI-
ZATION OF ITALIAN MINISTRY OF HEALTH TO PERMIT IMPORT OF QUICK-
FROZEN FOODS.

OBTAIN AUTHORIZATION

ATTEMPT TO OBTAIN AGENCIES FOR CANADIAN EXPORTERS OF LIVE
LOBSTERS.

ONE AGENCY AGREEMENT.

DEVELOP AGENCIES FOR CDN SALMON SMOKERS

2 -3 NEW AGENCY AGREEMENTS

SPONSOR AND ORGANIZE RECEPTION FEATURING CANADIAN SALMON AND CRAB
PRODUCTS. INVITEES ITLN IMPORTERS, DISTRIBUTORS AND END USERS.

INCREASED SALES OF THESE LINES TO ITALY.

PURCHASE SMALL PERSONAL COMPUTER AND ESTABLISH DATA BASE OF ITLN
FISH IMPORTERS. REGULAR MAILINGS TO THESE CONTACTS.

PERMIT OFFICE TO ASSUME MORE ACTIVE TRADE
PROMOTION AND SELECT LOCAL FIRMS WE WISH TO
DEAL WITH.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CREATION OF FISHERIES SECTOR DATA BASE, INITIA-
TION OF REGULAR MAILINGS, DEVELOPMENT OF NEW
EXPORT CONTACTS FOR CLAMS, LOBSTER AND SALMON

SEVERAL BUYING CONNECTIONS, BUT NO SIGNIFICANT
BUSINESS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----