

REPT4D
90/01/23

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

POST :424-DUSSELDORF

002-FISHERIES,SEA PRODUCTS & SERV.
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

UPDATE FISH FACT SHEETS DESCRIBING MARKET
MAKE CDN AWARE OF OPPORTUNITIES & DISTRIBUTION CHANNELS

"CANADA" SECTION IN TRADE JOURNAL
HIGHER PROFILE FOR CDN FISH

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Arrange appointments for the companies in food software division to Netherlands. Contact individual distributors to identify possible contacts.

QUARTER: 2 Prepare distribution report on Netherlands market for computer hard and software. Informal meeting of representatives of computer hardware/software companies.

QUARTER: 3 -----

QUARTER: 4 -----

Co-ordinated efforts through the Mission Software Division. One distributor identified in Netherlands. At least four distributor agreements anticipated. Arranged visits in Netherlands for Alberta FFI mission.

Information established and currently being disseminated. Project delayed pending completion of company information to be used in Netherlands market and software hardware and software.