

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 :409-BERNE

002-FISHERIES,SEA PRODUCTS & SERV.
SWITZERLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

SURVEY - 20 LARGEST FISH & SEAFOOD IMPORTERS
PREPARE ANALYSIS FOR DISTRIBUTION TO CDN SUPPLIERS

2ND SURVEY-NEXT 20 LARGEST FISH & SEAFOOD IMPORTERS
PREPARE ANALYSIS FOR DISTRIBUTION TO CDN SUPPLIERS.

COORDINATE 2 RESTAURANT PROMOTIONS WITH IMPORTERS
PROVIDE SUPPORT TO CONSUMERS FOR CDN PRODUCT RECOGNITION

REPORT-SWISS MARKET FOR FISH & SEAFOOD PRODUCTS
BRING SWISS REQUIREMENTS TO ATTENTION OF CDN EXPORTERS AND

PRODUCERS

PROCESSED FISH & SHELLFISH

SURVEY-20 LARGEST FISH & SEAFOOD IMPORTERS
PREPARE ANALYSIS FOR DISTRIBUTION TO CDN SUPPLIERS

2ND SURVEY-NEXT 20 LARGEST FISH & SEAFOOD IMPORTERS
PREPARE ANALYSIS FOR DISTRIBUTION TO CDN SUPPLIERS

COORDINATE 2 RESTAURANT PROMOTIONS WITH IMPORTERS
PROVIDE SUPPORT TO CONSUMERS FOR CDN PRODUCT RECOGNITION

REPORT-ON SWISS MARKET FOR FISH & SEAFOOD PRODUCTS
BRING SWISS REQUIREMENTS TO ATTENTION OF CDN EXPORTERS

AND PRODUCERS

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 - 2nd survey of 20 largest fish/seafood importers - coordinate two restaurant promotions with importers - to compile report on Swiss Market for fish and seafood products.

- Visits to 7 major fish/seafood importers and follow-up (new/additional sourcings); prepare Igeho Fair Basel Nov. 89.
- first preparations for lobster promotion in 30-45 restaurants/hotels.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----