

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 :404-MILAN

002-FISHERIES,SEA PRODUCTS & SERV.  
ITALY

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PREPARE REPORT ON FROZEN SALMON MARKET IN NORTHERN ITALY HIGHLIGHTING PREFERRED SPECIES AND HEALTH REGULATIONS.

CAPTURE GREATER SHARE OF GROWING FROZEN SALMON IMPORTS MARKET.

ORGANIZE PROMOTIONAL DINNERS IN COOPERATION WITH AGENTS AND IMPORTERS TARGETTED AT SELECTED AUDIENCES (E.G. RESTAURANTERS,ASSOCIATIONS,INSTITUTIONS).

INCREASED AWARENESS & CONSUMPTION OF QUALITY CANADIAN FISH (SALMON,COD,LOBSTER,CLAMS).

IDENTIFY ALL ITALIAN SMOKE HOUSES FOR SALMON PRODUCTS AND DISTRIBUTE LIST OF QUALIFIED CANADIAN FRESH SALMON EXPORTERS.

EXPANDED SUPPLIER NETWORK OF FRESH SALMON PRODUCERS IN CANADA.

DIRECT QUARTERLY MAIL TO ITALIAN IMPORTERS AND DISTRIBUTORS RE CANADIAN SUPPLY AND PRICES.

INCREASED AWARENESS FOR PROGRAMMED PROCUREMENT REQUESTED BY ITALIAN BUYERS.

ORGANIZE CANADA DAY FISH PROMOTION & RECEPTION IN COOPERATION WITH NATIONAL ITALIAN IMPORTERS UTILIZING DIRECT MAIL AIMED AT CONSUMERS,LOC.DISTRIBUTORS & SPECIALIZED TRADE MEDIA.

ATTENDANCE BY MAJOR TRADE CONTACTS & PUBLICATION OF RELATED INFORMATION IN MAJOR ITALY FISH INDUSTRY PUBLICATIONS (GRATIS).

PREPARE PERSPECTIVE REPORT ON POSSIBLE IMPORTS OF CANNED TUNA TO ITALY.

DETERMINE IF VIABLE MARKET EXISTS FOR CANADIAN PRODUCT.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 IDENTIFY AND APPOINT NEW DISTRIBUTORS AND IMPORTERS FOR LIVE AND FROZEN LOBSTERS,SALMON & GRND FISH. ORG. PART'N IN THE INT'L FISHING EQPT. & FISH PRODS FAIR IN ANCONA (THE LARGEST IN THE MEDITERRANEAN).

3 MAJOR IMPORTERS/DISTRIBUTORS APPOINTED WITH SHARP INCREASE IN IMPORTS OF FISH PRODS. POOR RESPONSE FROM CDN FIRMS - MUCH INTEREST PART OF INTL PARTS - RECOMMEND RELUCTANTLY WE DO NOT APPLY TIME, EFFORT, RESOURCES IN THE FUTURE.

QUARTER: 2 -----

QUARTER: 3 Participate in and support local agents Xmas smoked salmon promotional campaign and lobby Ancona Fish and Fish Equipment Fair for Canadian participation;respond to Cdn coys inquiries.

Most exhr's expect signif.sales and/or apptmt of an agent over next 12 mths or otherwise come out with good understanding of local informatics mkt BIMU,SICURREZZA & Nuove Techn.fair visits unveiled ongoing jv discussions & agency agreements.

QUARTER: 4 Series of visits to various importers and distributors as well as to fish market.

Allowed exchanges of information on prices, market trends, etc. Also new contacts made and support provided to agents of Cdn exporters.