

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 476-BUCHAREST

003-GRAINS AND OILSEEDS
ROMANIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ONGOING SUPPORT AS /WHEN REQUIRED.

ENCOURAGE CLOSE COMMUNICATION BETWEEN CANADIAN WHEAT BOARD AND FOREIGN TRADE ORGANIZATION AGROEXPORT.

INVESTIGATION TO LEARN WHICH CWB AGENTS ARE SELLING IN ROMANIA; WORK WITH THEM AND OTHERS TO INCREASE CANADIAN EXPORTS OF BARLEY, RYE, CANOLA.

WORKING WITH CWB AND ITS AGENTS, DEVELOP PROGRAM OF CALLS ON KEY OFFICIALS AND INVESTIGATE THE UTILITY OF SEMINAR MISSION(S).

SOME CONTINUING SPOT SALES OF BARLEY.

ENHANCED PROMOTION OF CANADIAN BARLEY, RYE, CANOLA.

ENHANCED PROMOTION OF CANADIAN BARLEY, RYE, CANOLA.

INCREASED SALES OF BARLEY, RYE, CANOLA.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ENCOURAGE CLOSER COMMUNICATION BETWEEN CWB AND ROM AGRICULTURE DECISION MAKERS. REACTIVATE CDA AGRIC-ROM AGRIC. RELATIONSHIP.

QUARTER: 2 PROVIDE CWB&CIGI WITH FEEDBACK FM ROM PARTICIPANTS MAY 87 OILSEEDS COURSE. ANNUAL SURVEY OF WHEAT, COARSE GRAIN & OIL SEEDS. PERMANENT CONTACT WITH FTO AGROEXPORT. FOLLOW UP RE FEED CONCENTRATE.

QUARTER: 3 REGULAR CONTACT WITH ROM OFFICIALS TO PROMOTE CDN RYE, BARLEY, CANOLA & KEEP ABREAST OF AGENTS WHO ARE ACTIVE.

QUARTER: 4 REGULAR CONTACT WITH FRO FRUCTEXPORT-AGROEXPORT (NEWLY RESTRUCTED) TO PROMOTE CDN BARLEY AND CANOLA AND KEEP ABREAST OF AGENTS WHO ARE ACTIVE. ENCOURAGE SUPPORT FM CWB.

TWO ROM OFFICIALS ATTENDED CIGI OILS AND OIL SEEDS COURSE IN WPG -MAY 87. ISSUE RAISED IN CONTEXT OF JOINT GOVERNMENTAL COMMISSION HELD MAY 87. ACTIVE CONSIDERATION OF PROJECTS.

-AN IMPORTANT FIRST STEP IN A LONGER TERM STRATEGY. -DESPITE DEARTH OF DATA REPORT PREPARED. -NO DEV. RE CEREALS OR OTHER AGR. PROD IMPORTS. -HAVE INFORMED ALL POTENTIALLY INTERESTED CDN SUPPLIERS SOME PROPOSALS PRESENTED TO AGROEXPORT.

MEETING WITH AGRIC DM RE USE OF CANOLA & OTHER SUBJECTS. ONLY CONTINENTAL GRAIN ACTIVE - SPOT SALE OF BARLEY.

SPOT SALES OF FEED BARLEY HAVE ENCOURAGED CIGI TO INVITE TWO ROMS TO SECOND ANNUAL FEED BARLEY COURSE - ALTHOUGH GLOBAL IMPORTS ARE PRESENTLY BEING LIMITED.