

REPORT 4
88/10/21

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 : 435-COPENHAGEN

002-FISHERIES, SEA PRODUCTS & SERV.
DENMARK

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

INTRODUCTION OF SUPPLIERS WITH NEW SPECIES HAS BEEN MADE AND REQUIRES CLOSE FOLLOW-UP.

2 TECHNOLOGY TRANSFER INTRODUCTIONS HAVE BEEN MADE AND NEGOTIATIONS WILL BE ACTIVELY AIDED.

EEL COLLECTING TRAINING HAS BEEN COMMENCED AND WE CONTINUE TO SUPPORT.

COMPUTERIZATION OF ALL DANISH BUYERS/BY PRODUCT INTERESTED IN CANADIAN PRODUCT.

\$1.0M SALES EXPECTED IN FIRST YEAR OF PROGRAM

ESTABL. OF DANISH TECHNOLOGY IN CANADA FOR TWO LESSER UTILIZED SPECIES.

ONCE CDN FISHERIES BEGIN TO SORT EELS TO DANISH QUALITY STANDARDS, EXPECT SALES OF \$2. MILLION ANNUALLY.

INCREASED EFFICIENCY IN POST ABILITY TO DIRECT EXPORT ENQUIRIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUE TO RESPOND TO ONGOING NEED FOR MARKET INTELLIGENCE AND ASSISTANCE TO EXPORTERS. PROMOTE NEW SPECIES.

REPORTED ON NORTH SEA SALMON ISSUE, SEAL VIEWS, AND DANISH FISHERIES EXPORT STATUS. NEW PRODUCTS SALES INFLUENCED OF \$45,000.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----