

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 : 471-WARSAW

001-AGRI & FOOD PRODUCTS & SERVICE
POLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

- IDENTIFICATION AND CULTIVATION OF KEY DECISION MAKERS.
- ASSIST HYBRID IN MOUNTING TECHNICAL SEMINAR.
- TO COMBINE HYBRID TURKEYS INTO CANADIAN INFORMATION STANDS DURING POZNAN FAIR.
- IDENTIFY END USERS BASED ON POZNAN FAIR RESULTS.

- TO DEVELOP HYBRID SALES.
- TO OBTAIN END USER CONTACTS.
- TO PROMOTE THE COMPANY; TO ALERT POLISH PRIVATE SECTOR ABOUT CANADIAN CAPABILITIES.
- INCREASED CANADIAN EXPORTS, THROUGH MKT EXPOSURE AND ESTABLISHMENT OF CONTACTS.

SEEDS & SPECIAL CROPS

- TO CONTINUE VISITS TO ROLIMPEX AND MINISTRY OF AGRICULTURE.

- TO STIMULATE ROLIMPEX' CONTACTS WITH CANADIAN COMPANIES.

FOOD HANDLING, PROCESSING EQUIP

- VISIT TO FOOD PROCESSING PLANTS, PERSONAL CONTACTS WITH MACHINERY IMPORTS DECISION MAKERS TO PROMOTE CANADIAN TECHNOLOGY.
- IDENTIFY END USERS AND DECISION MAKERS IN SECTORS OF INTEREST TO CANADIAN FIRMS.

- OBTAIN SPECIFICATIONS OF PROJECTS AND PARTICULAR EQUIPMENT REQUIREMENTS.
- ENCOURAGING CANADIAN COMPANIES TO BID ON PROJECTS AND OBTAIN ONE SUCCESSFUL BID FROM CANADA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 ASSIST HYBRID TURKEYS DURING POZNAN FAIR.
CALLS ON END USERS TO IDENTIFY FOOD PROCESSING PROJECTS AND TO ALERT INDUSTRY.
CALLS ON ROLIMPEX AND MINISTRY OF AGRICULTURE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

HYBRID DID NOT PARTICIPATE BUT ARE PLANNING SEM. IN FALL WITH WHICH WE WILL ASSIST. -CALLS WERE MADE ON 3 PLANTS & ASSOC'N. KSI ALERTED. AGENCY AGREEMENT ESTABLISHED. -ARRANGED MTG WITH OMAF REP & ROLIMPEX. BUSINESS DISCUSSIONS UNDERWAY.