REPT4D

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 :437-LONDON

SECTOR :002-FISHERIES, SEA PRODUCTS & SERV. UNITED KINGDOM

PLANNING:

ANTICIPATED RESULTS:

SUB-SECTOR: FISH & SHELLFISH & OTHER PROD

ACTIVITIES PROPOSED IN POST PLAN:

CONT. LIAISON WITH UK PURCHASERS INCREASED AWARENESS OF CANADIAN SUPPLIERS

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LOBSTER PROMOTION INCREASED AWARENESS OF CDN LOBSTER

STUDY OF IMPACT OF PRICE RISE ON CANNED SALMON MARKET INFORM CANADIAN INDUSTRY OF IMPLICATIONS

TRACKING: ACTIVITIES UN

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 Prepared and presented paper on UK fish market to Seafood Outlook 89, St John's, Nfld and took out two UK buyers to conference.

QUARTER: 2 Undertake detailed planning of first-time Canadian lobster promotion in London.

QUARTER: 3 Lobster promotion.

QUARTER: 4 Liaison visits to companies.

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Increased awareness in Nfld of UK opportunities.

New buying connections for unidentified fish species from Nfld to UK.

Four maritime provinces and battery of industry speakers from Canada and UK recruited for October promotion.

Good attendance by trade and coverage by trade press raised awareness about Canadian lobsters.

Tour of Liverpool, Hull and Grimsby ahead of new season has generated a number of enquiries, and planned visits to Newfoundland by 2 buyers.

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