

REPT4D
90/06/26

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

91

POST :437-LONDON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:FISH & SHELLFISH & OTHER PROD

CONT. LIAISON WITH UK PURCHASERS
INCREASED AWARENESS OF CANADIAN SUPPLIERS

LOBSTER PROMOTION
INCREASED AWARENESS OF CDN LOBSTER

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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.

Increased awareness in Nfld of UK opportunities.

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

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

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

QUARTER: 3 Lobster promotion.

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

QUARTER: 4 Liaison visits to companies.

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