

REPORT 4
89/10/10

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 :640-BOGOTA

001-AGRI & FOOD PRODUCTS & SERVICE
COLOMBIA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	SEMINAR ON PULSES CLASSIFICATION	15% INCREASED DEMAND FOR CANADIAN PULSES AND BETTER RECOGNITION OF CANADIAN QUALITY AND INSPECTION METHODS.
	SEMINAR ON USE OF CANADIAN WHEAT FOR BAKERY	BETTER RECOGNITION OF QUALITY OF CANADIAN WHEAT VERSUS U.S. WHEAT & CONSOLIDATION OF NEWLY ACQUIRED MARKET.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 COL-CONTINUE TO PROMOTE CDN SUPPLIERS AND ESTABLISH NEW CONTACTS THROUGH PRESENCE IN ALL MAJOR SECTORAL SHOWS AND IN BOGOTA INT'L FAIR.	COL-SEVERAL CDN AGRIC EXPORTERS WERE REPRESENTED IN CDN STAND AT BOGOTA INT'L FAIR. COL-CANADA WAS REPRESENTED AT NAT'L POULTRY CONGRESS IN CARTAGENA, INT'L BRAHAM SHOW IN BARRANQUILLA, AND HOLSTEIN SHOW IN BOGOTA.
	QUARTER: 2 Provide timely market info and assessments to Cdn cos and govt contacts.	Col-Annual grain and oilseeds report prepared and submitted to Ottawa. Col-Several Cdn cos and agents featured in Cdn stand at Bogota International Fair.
	QUARTER: 3 Increase sales of pulses and wheat.	Quantity of pulses (mainly lentils and peas) sold to Col has nearly doubled in volume.
	QUARTER: 4 Seminar on Pulses Classification	Seminar held and attended by more than 70 buyers and government officials; received substantial press coverage. Preliminary planning for Canadian stand at AGROEXPO