

REPORT 4
88/02/02

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

page 27

POST : 646-GUATEMALA

001-AGRI & FOOD PRODUCTS & SERVICE
GUATEMALA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ADVISE CANADIAN EXPORTERS AS SOON AS TENDERS ARE ANNOUNCED, AND
GUIDE AND ASSIST THEM AS APPROPRIATE DURING THE BIDDING PROCESS.

INCREASE EXPORTS BY 20% OVER CURRENT YEAR.

DEVELOP CLOSER CONTACT WITH NEW OFFICIALS IN GOVERNMENT DEPART-
MENTS AND AGENCIES, AND OTHER MAJOR ORGANIZATIONS SUCH AS COOPER-
ATIVES AND ASSOCIATIONS.

INCREASE EXPORTS NEXT YEAR BY AT LEAST 10%
OVER THIS YEAR.

ENCOURAGE AND ASSIST IN DEVELOPING TWO-WAY TRADE WITH GUATEMALA.

CLOSER TIES WITH GUATEMALAN BUSINESS AND IN-
DUSTRY SHOULD ENABLE US TO BE MORE AWARE OF
TRADE OPPORTUNITIES AND INCREASE EXPORTS BY
10% ANNUALLY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUE CONTACTS WITH LOCAL LIVESTOCK BREEDERS
TO IDENTIFY SALES POTENTIAL.

POST WAS PRINCIPAL COORDINATOR FOR RECENT SALE
OF 20 HEAD OF SWINE TO LOCAL BREEDER. QUALITY
OF STOCK HAS OPENED DOOR FOR FURTHER SALES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----