

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 :471-WARSAW

001-AGRI & FOOD PRODUCTS & SERVICE
EAST GERMANY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL,POULTRY BREEDING STOCK

TO ASSIST HYBRID TURKEYS IN IDENTIFYING KEY CONTACTS IN MINISTRY
OF AGRICULTURE AND NAHRUNG.

TO COMBINE HYBRID TURKEYS INTO CANADIAN INFORMATION STAND DURING
LEIPZIG FAIR.

SEEDS & SPECIAL CROPS

DISTRIBUTION OF INFORMATION ON CANADIAN SEED AND SPECIAL CROPS TO
THE GDR AUTHORITIES.

CALLS ON GDR DECISION MAKERS

PRESENTATION OF CANADIAN CAPABILITIES TO THE MINISTRY OF AGRICUL-
TURE.

FOLLOWING CANADA/GDR MIXED COMMISSION (DURING WHICH GDR INDICATED
PROSPECTS FOR SUCH PROJECTS) CALL ON VARIOUS DECISION MAKERS:
FTOS'S, TRANSINTER, MINISTRIES.

TO INCLUDE BIOTECHNOLOGY INTO PROGRAM OF PROPOSED FOOD PROCESSING
MISSION.

TO CONTACT EAST GERMAN INSTITUTES RESPONSIBLE FOR BIOTECHNOLOGY
PROGRAM.

TO PREPARE A LIST OF EAST GERMAN NEEDS AND SUBMIT IT TO CANADIAN
COMPANIES AND INSTITUTES.

DEVELOPMENT OF SALES BASE.

PROMOTION OF COMPANY AND INCREASE IN MARKET
PENETRATION.

MAINTAIN GDR INTEREST IN CANADIAN CAPABILI-
TIES.

IDENTIFY SALES OPPORTUNITIES TO ALERT CANAD-
IAN SUPPLIERS.

INVITATION TO TENDER FOR CANADIAN COMPANIES.

TO INDICATE CANADIAN INTEREST TO GDR AND TO
ENCOURAGE CANADIAN COMPANIES TO SUBMIT CATAL-
OGUES AND TO VISIT MARKET.

IDENTIFICATION OF SPECIFIC PRODUCT INTERESTS,
INITIATION OF NEGOTIATIONS.

TO OBTAIN INFORMATION ON SPECIFIC GDR INTE-
RESTS FOR COOPERATION WITH CANADIAN PRODUCERS

TO ESTABLISH DIRECT CONTACTS BETWEEN GDR END
USERS AND CDN PARTNERS AND TO ENCOURAGE ONE
CDN COMPANY TO EXPRESS SERIOUS INTEREST.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ASSIST HYBRID TURKEY IN GDR CONTACTS.
FOLLOW-UP ON CWB INTERESTS.
PROVIDE CROP INTELLIGENCE.
CALLS ON GDR AGENCY FIRMS TO IDENTIFY PROJECTS.

POST FOLLOWED UP. HYBRID REPORT INCREASED SALES.
CALLS MADE ON NAHRUNG. REPORT SENT TO CWB.
4 REPORTS SENT TO CWB.
CALLS MADE IN BERLIN. ITEM PUBLISHED IN CANDEXPO
INDUSTRY AND PROVINCES ALERTED.

QUARTER: 2 -----