

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

POST : 406-LISBON

002-FISHERIES, SEA PRODUCTS & SERV.
PORTUGAL

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

FOSTER CONTINUED GOOD POLITICAL AND COMMERCIAL RELATIONS IN
SECTOR.
MAINTAIN AND EXPAND CONTACTS WITH COD IMPORTERS AND DISTRIBUTORS.
INFORM EXTOTT AND INDUSTRY OF MARKET DEVELOPMENTS.

ANTICIPATED RESULTS:

MAXIMIZE ACCESS OF CANADIAN PRODUCERS TO THE
MARKET.
INCREASE AWARENESS OF CANADIAN FISHERIES
PRODUCTS AND SOURCES OF SUPPLY.
FACILITATE FORMULATION OF MARKET STRATEGIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 MARKETING CALLS ON MAJOR COD BUYERS.
POLICY DISCUSSIONS WITH SENIOR OFFICIALS.
QUARTER: 2 -MARKETING CALLS ON MAJOR COD BUYERS.
-INPUT INTO CDN MTN POSITION.
-ANALYSE INDUSTRY DEVELOPMENT PROGRAMS.
QUARTER: 3 MARKETING CALLS ON MAJOR COD BUYERS. INPUT INTO
CDN MTN POSITION. ASSIST IN COLLECTION OF DEBTS.
QUARTER: 4 MARKETING CALLS ON MAJOR COD BUYERS. ASSIST
IN COLLECTION OF DEBTS FOR FISHING LICENCES.

QUARTERLY RESULTS REPORTED:

MTE WITH CECB AND PORTO-AREA BUYERS. REPORTED.
MTE WITH DIR. GEN. FISHERIES AND DIR. FISHERIES
PLANNING OFFICE. REPORTED.
-MET WITH CRCB AND PORTO AREA BUYERS.
-REPORTED ON HISTORY OF COD TARIFF.
-REPORTED ON GOVERNMENT PROGRAM FOR FLEET.
AS DUTY-FREE QUOTA WAS USED UP, BUYERS POSTPONED
DECISIONS. MADE REQUIRED OFFICIAL REPRESENTA-
TIONS. ORGANIZED PROGRAM FOR DRIE TEAM'S VISIT
TO PTGAL.
PREPARED MARKET ANALYSIS AND FORECAST. SUITA-
BLE LETTERS TO DEBTORS RESULTED IN NUMBER OF
POSITIVE RESPONSES.