

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

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POST : 431-HELSINKI

001-AGRI & FOOD PRODUCTS & SERVICE
FINLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

IN STORE PROMOTION OF CONSUMER AND FOOD PRODUCTS IN FALL OF 1987.

REPORT EXPECTED EASING OF FINNISH IMPORT RESTRICTIONS ON FOOD PRODUCTS TO THE DEPARTMENT AND SELECTED CANADIAN EXPORTERS.

ANTICIPATED RESULTS:

A GREATER FINNISH AWARENESS OF CANADIAN FOOD PRODUCTS; SOME INCREASE IN SALES.

SOME INCREASE IN EXPORT OPPORTUNITIES FOR CANADIAN SUPPLIERS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 PROMOTE AND REPORT ON EXPECTED EASING OF FINISH IMPORT RESTRICTIONS ON FOOD AND AGRICULTURAL PRODUCTS.

QUARTER: 2 COMPLETED "WHEAT AND COARSE GRAINS" REPORT, "BERRY" REPORT AND "AGRICULTURE IN FINLAND" REPORT.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

NO PROGRESS ACHIEVED. FINNISH AUTHORITIES HAVE DISALLOWED USE OF CDN MUSTARD IN MEAT PROCESSING INDUSTRY. POST WILL ATTEMPT TO HAVE ACTION REVERSED.

BETTER KNOWLEDGE IN CANADA OF FINNISH FOOD PRODUCTS MARKET.