

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 :347-RIYADH

001-AGRI & FOOD PRODUCTS & SERVICE  
SAUDI ARABIA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	VISIT ON A REGULAR BASIS (TWICE PER YEAR) AGRICULTURAL AREAS (HA'IL, TABUK, GASSIM AND AL KHARJ).	RAISE AWARENESS AMONG MAJOR FARMS OF CANADIAN TECH. AND OBTAIN RFQS.
	EXPLORE POTENTIAL FOR FABA BEAN CANNING PLANT	JOINT VENTURE CARRING PLANT IN CANADA FOR EXPORT TO KINGDOM OF SAUDI ARABIA.
	DEVELOP PROGRAMME OF SEMINARS WITH MINISTRY OF AGRICULTURE IN AREAS OF POTATOES ETC.	RAISE CANADIAN PROFILE IN MINISTRY.

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TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 MAJOR FOOD PROMOTION EVENT TO BE HELD LATER THIS YEAR IN COOPERATION WITH LARGE FOOD IMPORTER.	ONE COMPANY IS SERIOUSLY WORKING ON PROJECT WHICH WILL INVOLVE A NUMBER OF CANADIAN FOOD EXPORTERS WHO ARE EXPECTED TO BREAK INTO LOCAL MARKET FOR THE FIRST TIME.
	QUARTER: 1 SAUDI AGRICULTURAL SHOW AND MISSION.	SHOW MAY LEAD TO ONE J-V IN ADDITION TO POSSIBLE SALES OF \$ 5 MILLION. MISSION TO HA'IL AND GASSIM IDENTIFIED POTENTIAL IN SEED CLEANING AND HANDLING AND ALTERNATIVE CROPS.
	QUARTER: 2 Follow-up with Saudi business visitors to Regina Western Canada Farm Show - June 22-25/88. Follow-up with Saudi business visitors to Food Pacific, Vancouver, August 30 - September 2/88.	Sale of 341 holstein cows for Saudi dairy farm under negotia'n;estimated value \$1/2 mn, \$1mn j.v. for poultry farm being negotiated. 3 reps. of Saudi cos. attended the show.Expected sales in next 12 mths estimated to be \$1-2 million.
	QUARTER: 3 -----	
	QUARTER: 4 -----	