

REPORT 4B
87/10/28

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 643-CARACAS

VENEZUELA

QUARTER: 1

001-AGRI & FOOD PRODUCTS & SERVICE
VISITING FARMS/ASSOCIATIONS IN INTERIOR OF
COUNTRY TO PROMOTE MORE IMPORTS OF CANADIAN
CATTLE.

INCREASED SALES & GREATER RECOGNITION OF
CANADIAN CATTLE AS A MARKET LEADER.

001-AGRI & FOOD PRODUCTS & SERVICE
TO SEEK NEW IMPORTERS FOR BEANS/SPECIAL CROPS/
PEAS.

A MISSION IN THIS FIELD LED TO GREATER CONTACTS
FOR CANADIAN PRODUCERS - AGENTS APPOINTED.

004-DEFENCE PROGRAMS, PRODUCTS, SERV
THE BUILDING OF MILITARY GROUP CONTACTS AND TO
INFORM COMPANIES OF UNANNOUNCED EQUIPMENT REQUI-
REMENTS.

THE POST HAS UNCOVERED MORE OPPORTUNITIES THAT
ARE NOT PUBLICLY ANNOUNCED. ALTHOUGH TO DATE THE-
RE HAVE BEEN NO CONFIRMED SALES, WE HAVE SEEN
MUCH INCREASED ACTIVITY. SALES SHOULD FOLLOW.

007-POWER & ENERGY EQUIP. & SERV.
ELECTRICITY GENERATION AND TRANSMISSION SURVEY.

DURING THE COMPILATION OF THE REPORT, THE POST
RENEWED CONTACTS WITH THE MOST IMPORTANT PLAYERS
IN THE FIELD. THUS FAR WE HAVE RECEIVED LITTLE
FEEDBACK ON THE REPORT ITSELF.

005-COMM. & INFORM. EQP. & SERV
THE CONTACTING OF VENEZUELAN COMPANIES TO MAKE
AUDIOVISUAL PRESENTATIONS.

THE POST HAS CONTACTED OVER 20 VENEZUELAN SOFT-
WARE COMPANIES TO INTRODUCE CANADIAN PRODUCT &
THERE IS A GROWING AWARENESS OF OUR CAPABILITIES