

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 : 645-SAN JOSE

001-AGRI & FOOD PRODUCTS & SERVICE  
COSTA RICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

TO ASSIST CANADIAN EXPORTERS TO PARTICIPATE ON LOCAL INTERNATIONAL TENDERS.

10-20% ANNUALLY DURING NEXT 3 YEARS  
(88, 89, 90).

TO OBTAIN REPUTABLE LOCAL AGENTS FOR LOCAL DISTRIBUTION.

INCREASE ANNUAL SALES BY 10-15% THROUGH  
DIVERSIFICATION OF PRODUCTS EXPORTED.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 TO FOLLOW UP CDN PARTICIPATION AT FIAGA 86  
(NOV 86) AND AT EXPOCOMER 87 (MARCH 87).

UNTIL JUNE 30/87, CDN EXPORTERS ORIGINATED FROM  
FIAGA WERE US\$7.5 MILLION AND FROM EXPOCOMER WE-  
RE US\$850,000 AND EXPECTED SALES OF US\$9.8 MILL-  
ION PROJECTED SALES IN NEXT 10 MONTHS.

QUARTER: 1 TO KEEP COORDINATION WITH THE UNIVERSITY OF GUE-  
LPH AND DELOITTE HASKINS AND SELLS FROM ONTARIO,  
THEIR LOCAL AGENTS AND COSTA RICAN AUTHORITIES  
REGARDING CDN SALES OF PRODUCTS AND SERVICES FOR  
THE PROGASA PROJECT FINANCED BY IADB.

WORKING NOW WITH ALL PARTIES INVOLVED ON THIS  
PROJECT. PROVIDING PRELIMINARY INFORMATION TO CDN  
FIRMS ON INCOMING TENDERS FOR LIVESTOCKS, VETERI-  
NARY AND ARTIFICIAL INSEMINATION SYSTEMS. POTEN-  
TIAL SALES FOR PRODUCTS & SERVICES US\$3.4 MILLION

QUARTER: 1 UNDERTAKE TRADE PROMOTION TRIPS IN ORDER TO SEEK  
TRADE OPPORTUNITIES FOR CDN EXPORTERS & DEVELOP  
CONTACTS WITH LOCAL IMPORTERS.

INFORMATION ON NUMEROUS PROJECTS OFFERING EXPORT  
POTENTIAL FOR CDN COMPANIES. HAVE BEEN SENT TO  
CDA WITH GOODS RESULTS SO FAR PARTICULARLY IN  
THE FIELD OF CATTLE EXPORTS.

QUARTER: 2 TO KEEP COORDINATING WITH THE UNIVERSITY OF  
GUELPH AND DELOITTE HASKINGS & SELLS FROM ONT. ,  
THEIR LOCAL AGENT & COSTA RICAN AUTHORITIES  
REGARDING CDN SALES OF PRODUCTS AND SERVICES FOR  
THE PROGASA PROJECT FINANCED BY IADB.

WE ARE PROVIDING NOW PRELIMINARY INFORMATION TO  
CANADIAN FIRMS. INTERNATIONAL PUBLIC TENDERS FOR  
SERVICES AND PRODUCTS EXPECTED BY FEBRUARY 88.

QUARTER: 3 INCREASE CONTACTS BETWEEN GOVERNMENTAL BUYING  
COMPANIES & CANADIAN EXPORTERS.

CDN SUPPLIERS WILL PARTICIPATE IN INTERNATIONAL  
PUBLIC TENDERS EXPECTED IN 1988. AGROCHEMICALS  
HATCHERY EGGS & OTHER AGRICULTURAL PRODUCTS HAVE  
BEEN SOLD RECENTLY.

QUARTER: 4 ACTIVE FOLLOW-UP OF I. A. D. B. FINANCED PROJECTS  
IN THESE TWO COUNTRIES BY KEEPING CONTACTS WITH  
GOVERNMENT EXECUTIVES AGENCIES, LOCAL REPRESENTA-  
TIVES AND CANADIAN EXPORTERS.

CANADIAN SUPPLIERS & CONSULTING FIRMS WILL PAR-  
TICIPATE IN INTERNATIONAL PUBLIC TENDERS FOR THE  
COSTA RICA PROGASA PROJECTS EXPECTED IN JUNE 88.