

REPT4D
90/04/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :404-MILAN

001-AGRI & FOOD PRODUCTS & SERVICE
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MAINTAIN & DEV. NEW CONTACTS WITH INDEPENDENT AGENTS
I.D. 5/6 INCREMENTAL AGENCIES SUITABLE TO REP. CDN SUPPLIERS

REPORT ON ANY MARKET ACCESS/PREFERENCE CHANGES & NEW TRENDS MARKET
IMPROVE CDN AWARENESS AND UNDERSTANDING OF ITALIAN FOOD

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 a) Follow up on contacts established at Cdn participation in Fieragricola-March 89.
b) Plan for next year's participation in Fieragricola.
c) Support/assist incom.Potato Mission Fall 89

a) 25 contacts followed.Relevant documentn sent to 30 Cdn suppliers.Report on fair released.
b) Contacts made with relevant auth. & 10 Cdn potential exhibitors.
c) Tentative prog.prepared re visits to N.B./PEI

QUARTER: 2 - Initiate arrangements with FIERAGRICOLA organizers for 1990 official participation
- Coordinate with Potatoes Canada arrangements for Italian seed potatoes technical mission to Eastern Canada

- Space reserved; dialogue open; all in order
- Full program organized; mission departed as planned

QUARTER: 3 . Ensure positive promotional impact in Italy of Cdn official participation in ANUGA fair.
. Visit largest Ital. food fair, SIPRAL, and assist Cdn coys/organizations present.

. Cdn exhibitors doc. provided to 25 Itl.buyers
. Met Itl buyers,established good contacts with organizers of SIPRAL,Tecnoconserva,Euroconserva & identified Itl Tech Transfer partners in food processing for B.C.

QUARTER: 4 -----