

REPT4D
90/06/26

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

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POST :640-BOGOTA

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
COLOMBIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

INCREASED CONTACTS W/AGENTS OF FOOD PROCES.EQPT.AGRIC.EQPT.
INCREASED AWARENESS OF CDN EXPERTISE.

INCREASED PARTICIPATION AT REGIONAL CATTLE FAIRS.
INCREASED AWARENESS OF CDN EXPERTISE.

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 Participation in Agroexpo 89.

QUARTER: 2 PLANNING, DEVELOPMENT AND SETUP OF CDN PAVILION
AT INTL AGROEXPO FAIR IN BOGOTA, INCLUDED
20 INDIVIDUAL COMPANY BOOTHS AND 60 DAIRY AND
BEEF CATTLE

QUARTER: 3 BUILD ON ACHIEVEMENTS OF CDN PARTICIPANTS IN
AGROEXPO 89

QUARTER: 4 BUILD ON ACHIEVEMENTS OF CDN PARTICIPANTS IN
AGROEXPO 89

QUARTERLY RESULTS REPORTED:

Sectoral report near completion on Telecom/Elec-
tronics. Electric Power Report completed. Plan-
ning & dev. of Cdn Pavillion at Agroexpo '89.
Agricultural sectoral report on market opportu-
nities completed.

SALES OF APPROX \$900,000 RECORDED
EXCELLENT IMAGE PRESENTED OF CDN PRODUCTS

POST PREPARED AND DISTRIBUTED MARKET REPORTS ON
(A) GRAIN AND OILSEEDS; (B) PULSES; AND
(C) VEGETABLE SEEDS IMPORTS IN COLOMBIA

COL POTATO GROWERS HAVE AGREED ON TRIALS OF CDN
VARIETIES

CDN SIMMENTAL MISSION ESTABLISHED PROMISING
CONTACTS IN COL

PARTICIPANTS CHOSEN FOR INCOMING PORK MISSION