

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 : 403-ROME

002-FISHERIES, SEA PRODUCTS & SERV.  
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

OBTAIN ITALIAN MINISTRY OF HEALTH AUTHORIZATION FOR EASTERN CDN  
COASTAL WATERS TO PERMIT IMPORT OF CLAMS.

OBTAIN AUTHORIZATION

OBTAIN DOCUMENTATION FM FANDD CANADA REQUIRED TO OBTAIN AUTHORI-  
ZATION OF ITALIAN MINISTRY OF HEALTH TO PERMIT IMPORT OF QUICK-  
FROZEN FOODS.

OBTAIN AUTHORIZATION

ATTEMPT TO OBTAIN AGENCIES FOR CANADIAN EXPORTERS OF LIVE  
LOBSTERS.

ONE AGENCY AGREEMENT.

DEVELOP AGENCIES FOR CDN SALMON SMOKERS

2 -3 NEW AGENCY AGREEMENTS

SPONSOR AND ORGANIZE RECEPTION FEATURING CANADIAN SALMON AND CRAB  
PRODUCTS. INVITEES ITLN IMPORTERS, DISTRIBUTORS AND END USERS.

INCREASED SALES OF THESE LINES TO ITALY.

PURCHASE SMALL PERSONAL COMPUTER AND ESTABLISH DATA BASE OF ITLN  
FISH IMPORTERS. REGULAR MAILINGS TO THESE CONTACTS.

PERMIT OFFICE TO ASSUME MORE ACTIVE TRADE  
PROMOTION AND SELECT LOCAL FIRMS WE WISH TO  
DEAL WITH.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CREATION OF FISHERIES SECTOR DATA BASE, INITIA-  
TION OF REGULAR MAILINGS, DEVELOPMENT OF NEW  
EXPORT CONTACTS FOR CLAMS, LOBSTER AND SALMON

SEVERAL BUYING CONNECTIONS, BUT NO SIGNIFICANT  
BUSINESS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----