

REPORT 4
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 415-HAGUE, THE

001-AGRI & FOOD PRODUCTS & SERVICE
NETHERLANDS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

SERVICE INCREASING FLOW OF ENQUIRIES FROM CANADIAN FIRMS AS
DOLLAR DROPS LOWER

INCREASED MARKET SHARE

FOLLOW UP ON CANADIAN PARTICIPATION IN ANUGA 87 COLOGNE, FRG

- \$ 1 MILLION ADDITIONAL SALES 88/89
- 4 AGENCIES

ESTABLISH COMPUTER DATABANK COVERING ACTUAL AND POTENTIAL AGENTS,
IMPORTERS AND DIRECT BUYERS FOR SELECTED SUBSECTORS.

PROVIDE CDN EXPORTERS WITH MORE COMPLETE IN-
FORMATION ON IMPORTERS AND BUYERS LEADING TO
INCREASED SALES.

ANALYSE ROLE OF WHOLESALE CENTRES CATERING TO THE HOTEL/RESTAU-
RANT TRADE IN DUTCH FOOD IMPORTS.

INCREASED OPPORTUNITIES FOR CANADIAN EXPOR-
TERS IN HOTEL/RESTAURANT SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

INCREASED MARKET SHARE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN