

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 :611-SEATTLE

001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOOD PROCESSING

5 NEW COMPANIES INTRODUCED TO MARKET, EXPAND LOCAL AWARENESS OF CDN SOURCES & \$75,000 SALES WITHIN ONE YEAR.

PACIFIC MARINE EXPO

10 EXHIBITORS. \$50,000 SALES IN FIRST YEAR. AS A RESULT OF PROMOTING SEAFOOD.

SPECIALTY FOOD NEBS (SEPT 1988)

20 NEW COMPANIES. \$10,000 SALES WITHIN ONE YEAR AS A RESULT OF INTRODUCING NEW EXPORTERS TO TERRITORY.

FOOD PACIFIC 88 (EXHIBITOR AND ATTENDEE RECRUITMENT).

STRONG ATTENDANCE AND EXHIBITOR PARTICIPATION IN LOCAL SHOWS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Specialty Foods N.E.B.S. - September 88.
Food Pacific 88.

Plans were delayed due to inability of regional office in Vancouver to assist at this time. Assisted Food Pacific organiza'n in recruiting exh./buyers. 23 exhib. fm the Pacific N.W. Break-down of attendees not available until November.

QUARTER: 3 -----

QUARTER: 4 1. N.E.B.S. FOOD MISSION
2. SOLO FOOD SHOW - BELLEVUE

THIS SECTOR CONTINUES TO BE A HIGH PRIORITY. IN THE PAST QUARTER THESE TWO PROMOTIONS HAVE ENABLED THE POST TO ASSIST 56 CDN EXPORTERS ACHIEVE NEW BUSINESS AS WELL AS INTRODUCING 30 NEW WESTERN CANADIAN EXPORTERS ENTERING MARKET