

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 : 424-DUSSELDORF

002-FISHERIES, SEA PRODUCTS & SERV.  
GERMANY WEST

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	FISH & SHELLFISH & OTHER PROD	
	UPDATE EXISTING FISH FACT SHEETS DESCRIBING THE GERMAN MARKET FOR SELECTED SPECIES.	MAKE CANADIAN SUPPLIERS AWARE OF OPPORTUNITIES AND DISTRIBUTION CHANNELS.
	CONTINUE TO INTRODUCE HIGH VALUE PRODUCTS FOR THE DELICATESSEN MARKET.	SALES INCREASE BY 5%
	DEVELOP NEW CHANNELS OF DISTRIBUTION OTHER THAN IMPORTERS: WHOLE-SALERS, RETAILORS, ETC.	SALES INCREASE BY 5%

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TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	-----	
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	-----	

ORIGINALS

424-DUSSELDORF

15/10/88

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