

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

POST :404-MILAN

SECTOR :002-FISHERIES,SEA PRODUCTS & SERV.
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

UPDATE REPORT ON FROZEN SALMON MARKET INCL. PREFERR. SPECIES MARKET
IMPROVE CDN UNDERSTANDING OF SOMETIMES CHANGING ITALIAN

MAINTAIN & IMPROVE POST'S CONTACTS WITH CDN SUPPLIERS
I.D. NEW SUPPLIERS AND LOCAL IMPORTERS/DISTRIBUTORS FOR SAME

FORWARD PERIODIC REPORTS TO ITALIAN IMPORTERS/DISTRIBUTORS
FACILITATE ADVANCED PROCUREMENT PROCEDURES COMMON IN ITALY

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 a) Support & assist incoming buyers' mission.
b) Participate in Ancona Fishery Fair May 89.

a) Proposal submitted to E.A.
b) Report on Fair complete with list of new contacts, fishery eqpt. and fish products.

QUARTER: 2 - Visit Ancona Fishing Eqpt. Fair and organizers
- Initiate contacts with Itl fish buyers to set stage for 1990 fishery mission to Canada

- Several new contacts established and others re-visited
- Allowed to reconfirm appropriateness and interest in fish buyers mission

QUARTER: 3 . Solidify previously made contacts with Itl fish buyers for June 90 incoming mission.
. Assist BC Trade Dev.Corp. initiate fish promotional action with Italian importers
. Encourage Itl participation in Aquaculture,Vcr

. Established buyers needs and fish species of interest and market terms sought.
. Meeting alerter BC of limitations to increased mkt share and possible remedies
. High interest in collab. in fish farming

QUARTER: 4 Proposal for incoming fishery mission to Cda. Contacted buyers to whom info and doc have been provided about fishery areas.Promotion of Cdn participation to Ancona fishery fair and mailing of doc about Cdn aquaculture and fishery events.

7 large and reputable Itl buyers selected and invited to visit Cda.Contacts established with potential Cdn participants interested in Italian fishery sector events.Good new contacts established for increasing fish products trade.