

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 :348-KUWAIT

001-AGRI & FOOD PRODUCTS & SERVICE  
KUWAIT

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

MAINTAINING CONTACTS WITH KEY IMPORTERS OF AGRICULTURE AND FOOD PROJECTS

INCREASED AWARENESS

WORK CLOSELY WITH SELECT IMPORTERS TO DETERMINE REQUIREMENTS AND EMBASSY TO TAKE LEAD IN OBTAINING QUOTES

REGATE BAD WILL CREATED BY SEVERAL CANADIAN COMPANIES IN PAST. SINCE FAIL TO RESPONDE TO SOURCING INQUIRIES

BUILD UP-TO-DATE BASE OF INTERESTED EXPORTERS AND ENCOURAGE FRE-  
QUENT MARKET VISITS

BETTER RESPONSE RATE AND INCREASED SALES

CAREFULLY MONITOR PROJECT ACTIVITY AND REPORT IN TIMELY FASHION

INCREASE EXPORTER AWARENESS OF PROJECTS AT EARLY STAGES OF IMPLIMENTATION

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Food Pacific.

Extensive meetings and mailings led to participation by 4 local traders.

QUARTER: 3 Monitoring project activity and timely reporting.

As result of increasing promo'n in this area, at least 10 projs in sector are being actively pursued by Cdn coys.As result of incr. reporting on opps & MEFEX follow up greater awareness of local mkt in Cda.Greater interest has lead to

Maintain contacts and work closely with select importers and take lead in obtaining quotes.

QUARTER: 4 Work closely with select importers to determine requirement. Embassy to take lead in obtaining quotes.

Many enquiries were sent to Canada outlining interest of different importers. Attempted to bring PEI fish misshion to Oman.