

REPORT 4
88/03/16

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

Page 171

POST : 422-VIENNA

001-AGRI & FOOD PRODUCTS & SERVICE
AUSTRIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

SERVICING CONSTANTLY INCREASING MARKET ENQUIRIES FROM CANADIAN COMPANIES IN SEEDS, OILSEEDS & PULSES.

INCREASE OF CANADIAN SALES.

INTENSIFY PERSONAL CALLS ON MAJOR AUSTRIAN IMPORTERS & DISTRIBUTORS IN THE AGRICULTURE & FOOD SECTOR.

IMPROVE LOCAL AWARENESS ABOUT CANADIAN SUPPLIERS' CAPABILITY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INTENSIFIED CONTACTS WITH AUSTRIAN FISH TRADE AIMED AT THE FORMATION OF POSSIBLE FISH MISSION (OCT 87) TOOK PLACE.

OUR EFFORTS MET WITH MODICUM OF SUCCESS AS WE RECEIVED POSITIVE REACTION FROM THE LOCAL TRADE, RESULTING IN AN INCREASE OF REQUESTS FOR CDN SUPPLIES.

QUARTER: 2 POST WAS HEAVILY INVOLVED IN SECURING THE IMPORTATION OF 2,000 TONS OF PORK TONGUES.

TRANSACTION SUCCESSFULLY COMPLETED.

QUARTER: 3 ACTIVE ASSISTANCE TO THE DOA WITH REGARDS TO CDN SLAUGHTERHOUSE LISTINGS. GENERAL ASSISTANCE TO CDN EXPORTERS IN THIS AREA, PARTICULARLY IN THE FOOD SECTOR.

ASSISTANCE SUCCESSFULLY COMPLETED. CDN CULINARY WEEK IN VIENNA PLANNED FOR FEB. 88.

QUARTER: 4 -----