

REPORT 4
88/02/02

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

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POST : 521-ISLAMABAD

003-GRAINS AND OILSEEDS
PAKISTAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

OILSEEDS

NEGOTIATION OF (A) ADDITIONAL AFGHAN REFUGEE RELIEF AID AND (B) NEW BILATERAL (CDN/PAK) FOOD AID FOCUSSED UPON CANOLA OIL BY CIDA

MAINTENANCE OF \$5-6 MM SALE FOR AFGHAN RELIEF AND INTRODUCTION OF CANOLA OIL TO LOCAL MARKET. POSSIBLE COMBINED SALES OF UPTO \$20 MM IN FY 86/7.

FOLLOW UP UPON CANOLA OIL MISSION SCHEDULED FOR JANUARY 87.

IDENTIFICATION & INTRODUCTION TO PAKISTAN OF AT LEAST 2 CANOLA OIL SUPPLIERS SERIOUSLY INTERESTED IN PAKISTANI MARKET. IDENTIFICATION OF TECHNICAL BARRIERS TO INTROD. OF CANOLA OIL

ESTABLISHMENT OF CLOSE RELATIONS WITH LOCAL AGENTS FOR CANOLA OIL SUPPLIERS (PROBABLY MITSUI & MITSUBISHI)

COORDINATED MARKETING ACTIVITY BY POST, AGENTS AND EXPORTERS.

PREPARATION OF ANNUAL SURVEY OF WHEAT, COARSE GRAINS & OILSEEDS MARKET.

PROVIDE BASIC MARKET INFORMATION TO BUREAU FOR DISSEMINATION TO INDUSTRY.

PRESENTATION ON CANADIAN CAPABILITY BY INDEPENDENT OIL SEED EXPERT DURING PLANNED COMMODITY FORUM.

ENHANCE CANOLA OIL REPUTATION AS DEPENDABLE SUBSTITUTE FOR SOYABEAN OIL.

INTENSIFY VISITS UPON GHEE CORPORATION IN LAHORE AND PRIVATE OIL SEED CRUSHERS AND BROKERS.

OBTAIN ADVANCE INFORMATION ABOUT GHEE CORP SOFT VEGETABLE OIL TENDERS. ENSURE AT LEAST TWO BIDS ON GHEE CORP TENDERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 NEGOTIATION OF BILATERAL FOOD AID FOR CANOLA OIL BY CIDA. FOLLOW-UP ON CANOLA OIL MISSION. ESTABLISH CLOSE RELATION WITH PAK AGENTS OF CANOLA EXPORTERS.

\$13 MM CANOLA FOOD AID SHIPPED BY CIDA TO PAK. FORMATION OF CANOLA EXPORT CONSORTIUM FOR PAK IN WESTERN CDA. APPOINTMENT OF LOCAL AGENT BY CDN EXPORT CONSORTIUM. CIGI TRAINING COURSE FOR WAHEED KHAN.

QUARTER: 2 -ENSURE THAT FIRST LOT OF 26000 MT CANOLA OIL SUPPLIED BY CIDA TO PAKISTAN IS PROCESSED PROPERLY BY LOCAL COMPANIES, THUS ENHANCING ITS MARKET ACCEPTABILITY.

-CANOLA OIL TECHNICAL SEMINARS WERE HELD IN THREE CITIES. PROBLEMS ENCOUNTERED IN ITS PROCESSING WERE DISCUSSED AND SOLUTIONS RECOMMENDED -AS A RESULT, INTEREST IN CANOLA OIL INCREASED & SEVERAL IMPORT INQUIRIES WERE RECEIVED.

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QUARTER: 4 -----