

POST : 646-GUATEMALA

001-AGRI & FOOD PRODUCTS & SERVICE
GUATEMALA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ADVISE CANADIAN EXPORTERS AS SOON AS TENDERS ARE ANNOUNCED, AND GUIDE AND ASSIST THEM AS APPROPRIATE DURING THE BIDDING PROCESS.

INCREASE EXPORTS BY 20% OVER CURRENT YEAR.

DEVELOP CLOSER CONTACT WITH NEW OFFICIALS IN GOVERNMENT DEPARTMENTS AND AGENCIES, AND OTHER MAJOR ORGANIZATIONS SUCH AS COOPERATIVES AND ASSOCIATIONS.

INCREASE EXPORTS NEXT YEAR BY AT LEAST 10% OVER THIS YEAR.

ENCOURAGE AND ASSIST IN DEVELOPING TWO-WAY TRADE WITH GUATEMALA.

CLOSER TIES WITH GUATEMALAN BUSINESS AND INDUSTRY SHOULD ENABLE US TO BE MORE AWARE OF TRADE OPPORTUNITIES AND INCREASE EXPORTS BY 10% ANNUALLY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUE CONTACTS WITH LOCAL LIVESTOCK BREEDERS TO IDENTIFY SALES POTENTIAL.

POST WAS PRINCIPAL COORDINATOR FOR RECENT SALE OF 20 HEAD OF SWINE TO LOCAL BREEDER. QUALITY OF STOCK HAS OPENED DOOR FOR FURTHER SALES.

QUARTER: 2 -----

QUARTER: 3 INITIATE EXPORT PROMOTION IN CATTLE & SWINE SECTORS.

LIAISED WITH DEP'T FOR INCOMING VISIT OF DAIRY CATTLE JUDGE FOR GUATEMALAN CATTLE FAIR. INVESTIGATED MARKET POTENTIAL.

QUARTER: 4 TO INITIATE PROMOTION ACTIVITIES IN THE SWINE SECTOR WITH A VIEW OF INCREASING SALES TO GUATEMALAN BREEDERS.

MET WITH BOARD OF DIRECTORS OF SWINE BREEDERS ASSOC TO PROMOTE SALES OF SWINE RESULTING IN FIRM QUOTATION FOR 25 TO 40 HEAD & POSSIBLE INCOMING BUYER SITUATION FOR ONE MEMBER TO TRAVEL TO CDA & INVESTIGATE CAPABILITIES FIRST HAND