

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

POST : 409-BERNE

002-FISHERIES, SEA PRODUCTS & SERV.
SWITZERLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

- TO INTRODUCE NEW SPECIES TO IMPORTERS SUCH AS PIKE, WHITEFISH, WALLEYS, INCONNU ETC. (FOR RESTAURANT MARKET)
- TO TRY TO OBTAIN PROMOTION PRICES FOR IMPORTERS IN ORDER TO PUSH SPECIES WHERE SUPPLY ABUNDANT OR PRICES ARE LOW
- TO DISTRIBUTE POSTERS AND CONSUMER PROMOTIONAL BROCHURES ON CDN FISH FOR DISTRIBUTION AT RETAIL OUTLETS

ANTICIPATED RESULTS:

- CHANGE CONSUMER HABITS
- TO DEVELOP INTEREST AMONG RESTAURATEURS
- TO INCREASE VISIBILITY ON CDN PRODUCTS BEFORE SWISS CONSUMERS

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 PROMOTION OF CDN FISH INCLUDING ASSISTANCE IN RESTAURANT PROMOTION OF LOBSTERS.

QUARTER: 3 -----

QUARTER: 4 - TO VISIT SWISS IMPORTERS OF CANADIAN FISH AND SEA PRODUCTS.
- TO SEND SALES FORECAST TO EXTOTT/TAF.

SUPPLIED "LE RAISIN" IN VEVEY WITH PROMOTIONAL MATERIAL (FLAGS, MENU CARDS). BUSINESS INFLUENCED OF ALMOST \$500,000.

- HAD PROMOTIONAL MEETINGS WITH 12 COMPANIES.
- PROVIDED RELEVANT FIGURES.