

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 :410-PARIS

002-FISHERIES, SEA PRODUCTS & SERV.
FRANCE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

IDENTIFICATION OF CANADIAN EXPORTERS AND POTENTIAL FRENCH IMPORTERS. COMPUTERIZATION OF DATA.

STUDY OF CANADIAN LOBSTER MARKETING IN FRANCE AND ADVERTISING CAMPAIGN.

STUDIES (BY THE MISSION) ON SOME PRODUCTS IN THE SECTOR, TO BE DISTRIBUTED TO CANADIAN EXPORTERS.

CANADIAN SEAFOOD MONTH IN PARIS ORGANIZED WITH "FORTUNE DES MERS" (RESTAURATEUR AND SEAFOOD DISTRIBUTOR).

BETTER COORDINATION BETWEEN SUPPLY AND DEMAND.

INCREASED SALES.

GREATER FAMILIARITY WITH FRENCH MARKET AMONG POTENTIAL EXPORTERS.

PUBLIC AWARENESS OF CANADIAN PRODUCTS IN THE SECTOR.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 - OFFENSIVE COMMERCIALE PRODUITS DE LA MER ET HO
MARD EN COLLABORATION AVEC SOCIETE FRANCAISE
SOPROMER. -INFORMATISATION DES EXPORTATEURS/IM-
PORTATEURS EN PROGRES.

QUARTER: 3 OFFENSIVE COMMERCIALE, PRODUITS DE LA PECHE
PREVUE POUR AUTOMNE 87.

QUARTER: 4 -----

CONTACTS PRIS; INDUSTRIE CANADIENNE NE DISPOSANT
PAS DE PRODUITS FRAIS, NOUS NOUS RABATTONS SUR
AUTRES PRODUITS. MOIS DE LA MER PREVU POUR
OCTOBRE.

TENUE A "LA FORTUNE DES MERS" D'UN MOIS CDNNE DE
LA MER, OCT 87. AUTRES PRODUITS AGRO-ALIMENTAIRES
CDNS ONT AUSSI ETE EXPOSES ET GOUTES.