

REPORT 4
88/03/21

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 : 608-NEW YORK, CONSULATE GENERAL

002-FISHERIES, SEA PRODUCTS & SERV.
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

CONTINUE TO SUPPORT PROVINCIAL FISHERIES PROMOTIONAL EFFORTS THROUGH RECEPTIONS IN CANADA ROOM.

SCHEDULE CALLS ON PROSPECTIVE OUTLETS FOR REPRESENTATION.

MAINTAINING CONTACT WITH MARKET AND MEETING NEW CUSTOMERS.

OBTAINING ADDITIONAL BUSINESS VOLUME.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUE TO SEEK NEW BUYERS FOR FISH AND SEAFOOD PRODUCTS.
ARRANGE PROGRAM OF VISITS FOR MINISTER OF FISHERIES (PROVINCE OF NOVA SCOTIA).

QUARTER: 2 PARTICIPATION IN THE ANNUAL FISHERIES COUNCIL MEETING, SEPT. 12-15, HALIFAX.

QUARTER: 3 ASSISTANCE TO CDN FISH PROCESSORS TO ENTER OUR MARKETING AREA.

QUARTER: 4 -----

PROGRESS IS BEING MADE WITH SECURING REPRESENTATION OF CANADIAN SUPPLIERS. MINISTER WAS WELL RECEIVED AND FEEDBACK FROM OUR CONTACTS INDICATE THAT THE VISIT WAS USEFUL.

UPDATED INFORMATION ON CURRENT IMPORT/EXPORT ACTIVITIES OF THE FISH INDUSTRY FOR IMPLEMENTATION IN THE TRADE SECTION.

10 NEW BUYING CONNECTIONS WERE ESTABLISHED AND TEN NEW AGENCY AGREEMENTS WERE CONCLUDED.