

POST :619-ATLANTA

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

PLANNING:                   ACTIVITIES PROPOSED IN POST PLAN:                   ANTICIPATED RESULTS:

ALL SUB-SECTORS

IDENTIFICATION AND CONTACT WITH ADDITIONAL BROKERS/DISTRIBUTORS  
IN TERRITORY.

INPUT OF INDEPTH INFORMATION ON LOCAL CONTACTS INTO  
COMPUTERS.

ORGANIZE AND IMPLEMENT TWO PROMOTIONAL EVENTS TO INTRODUCE NEW  
CANADIAN COMPANIES TO MARKET AND ACHIEVE EXPORT SALES.

DIRECT MAILING TO KNOWN DISTRIBUTORS AND BROKERS TO INFORM THEM  
OF CANADIAN CAPABILITIES IN THE SECTOR.

IDENTIFY REQUIREMENTS, ESTABLISH WORKING REL-  
ATIONSHIP WITH INFLUENCIAL PLAYERS.

HAVE USEFUL INFORMATION ON CONTACTS, MARKETS,  
TRADE SHOWS, ETC.

HAVE FIVE TO TEN NEW CANADIAN COMPANIES SELL-  
ING TO MARKET RESULTING IN \$250,000 SALES.

ESTABLISH INTEREST IN CANADIAN COMPANIES WITH  
VALUE ADDED PRODUCTS IN SOUTHEASTERN MARKET-  
PLACE.



TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 Participated in Seafare Southeast Trade Show

QUARTER: 4 A) Attend Boston Seafood Show  
B) Organize B.C. Hake Mission  
C) Organize Cdn. participation in Fancy Food  
Show, Atlanta, Summer '89.

6 Canadian companies of which 4 were new to mar-  
ket,exhibited products. On-site sales were  
\$225,000 and 4 agent/broker arrangements were  
concluded.

A) identified 4 new companies interested in  
Atlanta market

B) Arranged meetings in Atlanta, Miami & Charlo-  
tte

C) Budget prepared and initial organi. started.