

REPORT 4
88/02/02

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 : 532-MELBOURNE

001-AGRI & FOOD PRODUCTS & SERVICE
AUSTRALIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

IMPROVE MARKET PROSPECTS FOR CANADIAN BOVINE SEMEN AND EMBRYOS BY SATURATING AUST BREEDERS WITH SOURCING AND PROGENY INFO ON CDN STOCK.

ANTICIPATED RESULTS:

DRAMATICALLY INCREASE EXPORTS OF SEMEN AND EMBRYOS.

AGRICULTURE MACH. EQUIP. TOOLS

REVIEW WITH DEALERS POSSIBILITY OF ARRANGING FINANCING THROUGH EDC, NOTE PURCHASE OF EDA.

IMPROVED CANADIAN MARKET SHARE AND ENHANCED DEALER VIABILITY.

FOLLOW UP POSSIBLE JOINT VENTURE/LICENSING ARRANGEMENTS. DISCUSS CDN INTEREST IN J. V. WITH AUST. FIRMS AND IDENTIFY BEST MATCHING.

MAINTAIN CDN SHARE OF AG EQUIP MARKET IN LIGHT OF POSSIBLE DECREASE IN IMPORTED EQUIPMENT.

UNDERTAKE A SOURCING INVENTORY OF CDN CAPABILITY TO SUPPLY FERTILIZER INGREDIENTS AND PROVIDE INFORMATION TO AUSTRALIAN FERTILIZER MANUFACTURERS/AGENCIES AND DISTRIBUTORS.

ENSURE MAJOR AUSTRALIAN PURCHASERS ARE AWARE OF PRODUCTS AVAILABLE FROM CANADA AND INCREASE EXPORTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 ORGANIZED PARTICIPATION IN AGRICULTURAL MACHINERY FIELD DAYS IN DOWERIN, WESTERN AUSTRALIA, AUGUST 26-27 1987.

DUE TO CURRENT ECONOMIC AND CLIMATIC CONDITIONS IN WESTERN AUSTRALIA DOWERIN ONLY ATTRACTED FOUR EXHIBITORS ON CANADIAN STAND. SHORT-TERM SALES PROSPECTS ARE PESSIMISTIC.

QUARTER: 2 ORGANIZED PARTICIPATION IN YORKE PENINSULA AGRICULTURAL MACHINERY FIELD DAYS IN PASKERVILLE, SOUTH AUSTRALIA, SEPTEMBER 29-OCTOBER 1ST.

RECORD ATTENDANCE. EIGHT CANADIAN FIRMS REPRESENTED ON THE STAND. SALES PROSPECTS ENCOURAGING - SEVERAL NEW DEALERS APPOINTED.

QUARTER: 3 -----

QUARTER: 4 -----