

REPT4D
90/01/23

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :415-HAGUE, THE

001-AGRI & FOOD PRODUCTS & SERVICE
NETHERLANDS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

SERVICES INCR FLOW OF ENQ FROM CDN SUPPLIER & LOCAL IMPORT
EXPANDING MARKET SHARE.

ENC DUTCH IMP/AG TO VISIT CDN STANDS AT MAJOR EUR FOOD SHOWS
INCREASING AWARENESS OF CANADIAN SUPPLY CAPABILITIES.

ESTABLISH DATABANK ACTUAL & POT. DUTCH AGENTS IMPORT.BUYERS
MORE COMPLETE INFORMATION ON IMPORTERS WILL LEAD TO

INCREASED SALES.

ANALYSE ROLE OF WHOLESALE CENTRE CATERING TO THE HOTEL/REST
INCREASE EXPORTS IN HOTEL/RESTAURANT SECTOR.

INITIATE EXAM & EVALUTE OF IMPLIC OF EUROPE 1992 FOR CDN EXP
ADJUSTMENT OF MARKET STRATEGIES & TACTICS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----