

REPT4D  
90/04/05

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 :656-PORT-OF-SPAIN

001-AGRI & FOOD PRODUCTS & SERVICE  
TRINIDAD AND TOBAGO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

MARKET RESEARCH REPORT  
A REPORT IN APRIL, 1989

I.D. OF MARKETING STRATEGY IN PROMOTING PROCUREMENT OF CDN  
A DEFINITIVE MARKETING STRATEGY AND PROGRAM

CDN FIRMS ARE INVOLVED IN 3 PROJECTS THAT REQUIRE EQPT  
EXPORT OF CDN MEAT PROCESSING MACHINERY AND OTHER RELATED

EQUIPMENT

I.D. SPECIFIC PROJECTS & REQUIREMENTS  
LIST OF PROJECTS AND REQUIREMENTS

IN-DEPTH ASSESSMENT OF FOOD PROCESSING INDUSTRY  
MARKETING PROGRAM FOR CDN GOODS AND SERVICES

CDN FAMILIARIZATION TOUR-TANDT AGRICULTURE/AGROINDUSTRIAL  
INCREASE NUMBER OF CDN FIRMS ACTIVE IN TANDT

ACTIVELY PURSUE I.D. PROJECTS BEING FUNDED BY MULTILATERAL  
ACHIEVE SUCCESS ON 3 PROJECTS

TO MAINTAIN LINKAGES WITH EXISTING AGENTS/DISTRIBUTORS  
TO INCREASE CDN SHARE OF FOOD PRODUCTS MARKET

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Participate National Agricultural Exhibition.  
Host Cdn Govt Pulses Mission. Pursue Feed Mill  
Project. Promote Caroni Dairy Livestock Project.  
Host Quebec Govt. Mission (foodstuffs)  
Market study for processed potatoes.

Report sent on successful event.  
Report on success of mission. Status report to  
Canadian firms. 3 meetings held with senior  
officials. Report sent on success of mission.  
Forwarded completed report.

QUARTER: 2 Beef Buyers Mission to Agribition 89, Alberta -  
Circulate Cdn Pulses Report - Mkt situ re smoked  
herring request fm ITC Moncton. TAF request market  
report on fish products supply situ - TandT  
Forest Products Ltd. request for consultant.

Selected 4 persons - Importers advise contents  
very informative - survey carried out and report  
telexed - info collected in mkt and report sent  
to TAF - arranged to have request advertised in  
Canada,

QUARTER: 3 Investigate with Caroni Ltd new restructuring  
plan - Update Cdn suppliers on progress of vari-  
ous agric. projs.- encouraged Caroni and Cattle  
Breeders Assoc to visit Cda re beef cattle - f.u  
with traditional importers of Cdn agric products

Report to Cdn industry status of new plan on  
various agric.projects - report to Cdn firms  
status of projs - Cattle Breeders incoming visit  
deferred to Apr/90 - extensive sales of potatoes  
cheese, pork products, etc. continue.

QUARTER: 4 -----