

REPORT 4  
89/10/10

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
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		
	SERVICE INCREASING FLOW OF ENQUIRIES FROM CANADIAN FIRMS AS DOLLAR DROPS LOWER	INCREASED MARKET SHARE
	FOLLOW UP ON CANADIAN PARTICIPATION IN ANUGA 87 COLOGNE, FRG	- \$ 1 MILLION ADDITIONAL SALES 88/89 - 4 AGENCIES
	ESTABLISH COMPUTER DATABANK COVERING ACTUAL AND POTENTIAL AGENTS, IMPORTERS AND DIRECT BUYERS FOR SELECTED SUBSECTORS.	PROVIDE CDN EXPORTERS WITH MORE COMPLETE INFORMATION ON IMPORTERS AND BUYERS LEADING TO INCREASED SALES.
	ANALYSE ROLE OF WHOLESALE CENTRES CATERING TO THE HOTEL/RESTAURANT TRADE IN DUTCH FOOD IMPORTS.	INCREASED OPPORTUNITIES FOR CANADIAN EXPORTERS IN HOTEL/RESTAURANT SECTOR.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 -----		
QUARTER: 2 -----		
QUARTER: 3 Service increasing flow of inquiries from Canadian firms.		Incremental sales of dry pulses and peat moss; valued approx \$ 2 million.
QUARTER: 4 -----		