

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

REPORT 4
88/10/21

POST : 474-BELGRADE

010-MINE, METAL, MINERAL PROD & SRV
YUGOSLAVIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

VISIT TO THE 3 MAJOR INTERGRATED STEEL COMPANIES IN YUGOSLAVIA TO PROMOTE INCREASED SOURCING OF CANADIAN IRON ORE AND COKING COAL. THROUGH DIRECT CONTACT WITH CANADIAN COMPANIES ENCOURAGE INCOMING VISITS TO THE MARKETPLACE.

INCREASED CONTACTS WITH ASBESTOS IMPORTERS TO TRY TO RECAPTURE OUR TRADITIONAL MARKET SHARE. ENCOURAGE CANADIAN EXPORTERS TO VISIT THE MARKET.

CONTINUOUS MONITORING OF LOCAL SITUATION. GIVEN CURRENT SHORTAGE OF FOREIGN CURRENCY, THE OUTLOOK IN THE SHORT TERM FOR INCREASED SALES IS NOT OPTIMISTIC.

CONTINUED SUPPORT AND NOTIFICATION OF CANADIAN SUPLIERS CURRENT AND POTENTIAL.

ANTICIPATED RESULTS:

INCREASED PURCHASES OF CANADIAN COAL AND IRON ORE.

MORE AGRESSIVE MARKETING EFFORTS ON THE PART OF THE CANADIAN PRODUCERS AND INCREASED SALES OF CANADIAN ASBESTOS.

MAINTAIN MARKET SHARE.

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TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

88/10/21

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WHICH CONCERNED EXPORTERS BEHINDING THE FOLLOWING LISTED
LISTED BEHIND THE OBJECTIVE WHICH EMPLOYED FULLY
VI MISSIONS ABROAD FOR FISCAL YEAR 88
CONVERTING EXPORTERS BEHIND OF EXPORT PROMOTION PROGRAM