

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

POST : 521-ISLAMABAD

003-GRAINS AND OILSEEDS
PAKISTAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

OILSEEDS

NEGOTIATION OF (A) ADDITIONAL AFGHAN REFUGEE RELIEF AID AND (B)
NEW BILATERAL (CDN/PAK) FOOD AID FOCUSED UPON CANOLA OIL BY CIDA

MAINTENANCE OF \$5-6 MM SALE FOR AFGHAN RELIEF
AND INTRODUCTION OF CANOLA OIL TO LOCAL MAR-
KET. POSSIBLE COMBINED SALES OF UPTO \$20 MM IN
FY 86/7.

FOLLOW UP UPON CANOLA OIL MISSION SCHEDULED FOR JANUARY 87.

IDENTIFICATION & INTRODUCTION TO PAKISTAN OF
AT LEAST 2 CANOLA OIL SUPPLIERS SERIOUSLY IN-
TERESTED IN PAKISTANI MARKET. IDENTIFICATION
OF TECHNICAL BARRIERS TO INTROD. OF CANOLA OIL

ESTABLISHMENT OF CLOSE RELATIONS WITH LOCAL AGENTS FOR CANOLA OIL
SUPPLIERS (PROBABLY MITSUI & MITSUBISHI)

COORDINATED MARKETING ACTIVITY BY POST, AGENTS
AND EXPORTERS.

PREPARATION OF ANNUAL SURVEY OF WHEAT, COARSE GRAINS & OILSEEDS
MARKET.

PROVIDE BASIC MARKET INFORMATION TO BUREAU
FOR DISSEMINATION TO INDUSTRY.

PRESENTATION ON CANADIAN CAPABILITY BY INDEPENDENT OIL SEED EXP-
ERT DURING PLANNED COMMODITY FORUM.

ENHANCE CANOLA OIL REPUTATION AS DEPENDABLE
SUBSTITUTE FOR SOYABEAN OIL.

INTENSIFY VISITS UPON GHEE CORPORATION IN LAHORE AND PRIVATE OIL
SEED CRUSHERS AND BROKERS.

OBTAIN ADVANCE INFORMATION ABOUT GHEE CORP
SOFT VEGETABLE OIL TENDERS. ENSURE AT LEAST
TWO BIDS ON GHEE CORP TENDERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -NEGOTIATION OF BILATERAL FOOD AID FOR CANOLA
OIL BY CIDA. - FOLLOW-UP ON CANOLA OIL MISSION. -
ESTABLISH CLOSE RELATION WITH PAK AGENTS OF
CANOLA EXPORTERS.

-\$13 MM CANOLA FOOD AID SHIPPED BY CIDA TO PAK. -
FORMATION OF CANOLA EXPORT CONSORTIUM FOR PAK IN
WESTERN CANADA. -APPOINTMENT OF LOCAL AGENT BY
CDN EXPORT CONSORTIUM. -CIGI TRAINING COURSE FOR
WAHEED KHAN.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----