

REPORT 4
89/02/06

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 :619-ATLANTA

001-AGRI & FOOD PRODUCTS & SERVICE
PUERTO RICO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

FOLLOW-UP ON PREVIOUSLY MADE CONTACTS IN THE RETAIL AND WHOLESALE SECTOR WITH ONE-ON-ONE INTERVIEWS.

ATTAIN KNOWLEDGE OF MARKETS, IMPORTERS, BUYING PATTERNS.

CONTINUE CONTACT WITH PUERTO RICO DEPT. OF AGRICULTURE IN ORDER TO FIND OUT BUYING REQUIREMENTS FOR DAIRY CATTLE.

PROMOTION OF CANADIAN DAIRY REPLACEMENT HERDS

INPUT OF INDEPTH INFORMATION ON AGENTS, ETC. INTO POST COMPUTER.

HAVE USEFUL INFORMATION ON CONTACTS, MARKETS, TRADE SHOWS, ETC.

ONE-ON-ONE INTERVIEWS WITH FOOD IMPORTERS IN THE RETAIL/WHOLESALE SECTOR.

KNOWLEDGE OF MARKETS, IMPORTERS, BUYING PATTERNS.

INVESTIGATE & INTERVIEW PERSONS AND/OR AGENCIES THAT CAN PROVIDE INFORMATION RELATIVE TO THE RE-EXPORTER OF GOODS FROM PUERTO RICO TO OTHER AREAS OF THE CARIBBEAN.

ABILITY TO ASSIGN DOLLAR OR PERCENTAGE FIGURE TO CANADIAN EXPORTS TO PUERTO RICO.

IMPLEMENT AND ORGANIZE TWO PROMOTIONAL EVENTS WHICH WILL MAKE KNOWN CANADIAN CAPABILITIES TO LARGEST COMPANIES IN THE MARKET.

ESTABLISH INTEREST IN CANADIAN COMPANIES WITH VALUE ADDED PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----