

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 :437-LONDON

002-FISHERIES,SEA PRODUCTS & SERV.  
UNITED KINGDOM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

CONTINUE ORGANISED PROGRAMME OF REGIONAL VISITS THROUGHOUT THE UK (SCOTLAND,HULL,GRIMSBY,LIVERPOOL) TO MAJOR UK FISH BUYERS AND PROCESSORS.

OPEN UP NEW MARKET FOR CDN DOGFISH

ORGANISE EXTOTT FUNDED LOBSTER PROMOTION AT CANADA HOUSE IN CO-OPERATION WITH THE PROVINCES.

INCREASED AWARENESS OF CDA AS A COMPETITIVE SOURCE OF SUPPLY FOR LOBSTER ON PART OF UK SPECIALISED TRADE PRESS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -ORGANIZE PROGRAMME OF REGIONAL VISITS TO MAJOR UK FISH BUYERS AND PROCESSORS.  
-ORGANIZE HQ-FUNDED LOBSTER PROMOTION AT CANADA HOUSE IN CO-OPERATION WITH THE PROVINCES.

-NO VISITS WERE UNDERTAKEN IN THIS QUARTER AND PROMOTIONAL ACTIVITY WAS PRIMARILY OF A RESPONSIVE NATURE.  
-FUNDING APPROVAL IS AWAITED FROM EXTERNAL AFFAIRS.

QUARTER: 2 Expand post contacts with UK fish companies buyers importers

Regular contact maintained. Biggest UK smoker of herring purchased some fish from Canada for first time for number of years

QUARTER: 3 -continued liaison wih UK fish buyers and processors.

-meetings wih UK fish companies at new trade show, Fish Trades '88  
-introduction of UK companies to Canadian fish companies at SIAL Food Show, paris.

QUARTER: 4 Assisted in organisation of Canadian pavillion at International Food Exhibition and in particular of Canadian fish companies.

New buying connections and improved contacts between Canadian fish exporters and UK buyers.