

REPT4D
90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

32

POST :409-BERNE

SECTOR :002-FISHERIES,SEA PRODUCTS & SERV.
SWITZERLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:FISH & SHELLFISH & OTHER PROD

SURVEY - 20 LARGEST FISH & SEAFOOD IMPORTERS
PREPARE ANALYSIS FOR DISTRIBUTION TO CDN SUPPLIERS

2ND SURVEY-NEXT 20 LARGEST FISH & SEAFOOD IMPORTERS
PREPARE ANALYSIS FOR DISTRIBUTION TO CDN SUPPLIERS.

COORDINATE 2 RESTAURANT PROMOTIONS WITH IMPORTERS
PROVIDE SUPPORT TO CONSUMERS FOR CDN PRODUCT RECOGNITION

REPORT-SWISS MARKET FOR FISH & SEAFOOD PRODUCTS
BRING SWISS REQUIREMENTS TO ATTENTION OF CDN EXPORTERS AND

PRODUCERS

SUB-SECTOR:PROCESSED FISH & SHELLFISH

SURVEY-20 LARGEST FISH & SEAFOOD IMPORTERS
PREPARE ANALYSIS FOR DISTRIBUTION TO CDN SUPPLIERS

2ND SURVEY-NEXT 20 LARGEST FISH & SEAFOOD IMPORTERS
PREPARE ANALYSIS FOR DISTRIBUTION TO CDN SUPPLIERS

COORDINATE 2 RESTAURANT PROMOTIONS WITH IMPORTERS
PROVIDE SUPPORT TO CONSUMERS FOR CDN PRODUCT RECOGNITION

REPORT-ON SWISS MARKET FOR FISH & SEAFOOD PRODUCTS
BRING SWISS REQUIREMENTS TO ATTENTION OF CDN EXPORTERS

AND PRODUCERS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 - 2nd survey of 20 largest fish/seafood importers - coordinate two restaurant promotions with importers - to compile report on Swiss Market for fish and seafood products.

- Visits to 7 major fish/seafood importers and follow-up (new/additional sourcings); prepare Igeho Fair Basel Nov. 89.
- first preparations for lobster promotion in 30-45 restaurants/hotels.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 - Survey of 20 largest fish/seafood importers.

- Lobster market report for TAF.
- Up-dated annot. exp. opport. guide for TAF.
- Up-dated list of fish/seafood importers.
- Report on seafood market for ITC/St. John.
- Report on market opp. for N.B. oyster growers.