

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 345-SAN JOSE

001-AGRI & FOOD PRODUCTS & SERVICE
COSTA RICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

TO ASSIST CANADIAN EXPORTERS TO PARTICIPATE ON LOCAL INTERNATIONAL TENDERS.

10-20% ANNUALLY DURING NEXT 3 YEARS (88, 89, 90).

TO OBTAIN REPUTABLE LOCAL AGENTS FOR LOCAL DISTRIBUTION.

INCREASE ANNUAL SALES BY 10-15% THROUGH DIVERSIFICATION OF PRODUCTS EXPORTED.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 TO FOLLOW UP CDN PARTICIPATION AT FIAGA 86 (NOV 86) AND AT EXPOCOMER 87 (MARCH 87).

UNTIL JUNE 30/87, CDN EXPORTERS ORIGINATED FROM FIAGA WERE US\$7.5 MILLION AND FROM EXPOCOMER WERE US\$850,000 AND EXPECTED SALES OF US\$9.8 MILLION PROJECTED SALES IN NEXT 10 MONTHS.

QUARTER: 1 TO KEEP COORDINATION WITH THE UNIVERSITY OF GUELPH AND DELOITTE HASKINGS AND SELLS FROM ONTARIO, THEIR LOCAL AGENTS AND COSTA RICAN AUTHORITIES REGARDING CDN SALES OF PRODUCTS AND SERVICES FOR THE PROGASA PROJECT FINANCED BY IADB.

WORKING NOW WITH ALL PARTIES INVOLVED ON THIS PROJECT. PROVIDING PRELIMINARY INFORMATION TO CDN FIRMS ON INCOMING TENDERS FOR LIVESTOCKS, VETERINARY AND ARTIFICIAL INSEMINATION SYSTEMS. POTENTIAL SALES FOR PRODUCTS & SERVICES US\$3.4 MILLION

QUARTER: 1 UNDERTAKE TRADE PROMOTION TRIPS IN ORDER TO SEEK TRADE OPPORTUNITIES FOR CDN EXPORTERS & DEVELOP CONTACTS WITH LOCAL IMPORTERS.

INFORMATION ON NUMEROUS PROJECTS OFFERING EXPORT POTENTIAL FOR CDN COMPANIES. HAVE BEEN SENT TO CDA WITH GOODS RESULTS SO FAR PARTICULARLY IN THE FIELD OF CATTLE EXPORTS.

QUARTER: 2 TO KEEP COORDINATING WITH THE UNIVERSITY OF GUELPH AND DELOITTE HASKINGS & SELLS FROM ONT., THEIR LOCAL AGENT & COSTA RICAN AUTHORITIES REGARDING CDN SALES OF PRODUCTS AND SERVICES FOR THE PROGASA PROJECT FINANCED BY IADB.

WE ARE PROVIDING NOW PRELIMINARY INFORMATION TO CANADIAN FIRMS. INTERNATIONAL PUBLIC TENDERS FOR SERVICES AND PRODUCTS EXPECTED BY FEBRUARY 88.

QUARTER: 3 INCREASE CONTACTS BETWEEN GOVERNMENTAL BUYING COMPANIES & CANADIAN EXPORTERS.

CDN SUPPLIERS WILL PARTICIPATE IN INTERNATIONAL PUBLIC TENDERS EXPECTED IN 1988. AGROCHEMICALS HATCHERY EGGS & OTHER AGRICULTURAL PRODUCTS HAVE BEEN SOLD RECENTLY.

QUARTER: 4 -----