

REPORT 4  
89/10/10

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 :424-DUSSELDORF

002-FISHERIES,SEA PRODUCTS & SERV.  
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

UPDATE EXISTING FISH FACT SHEETS DESCRIBING THE GERMAN MARKET FOR  
SELECTED SPECIES.

MAKE CANADIAN SUPPLIERS AWARE OF OPPORTUNI-  
TIES AND DISTRIBUTION CHANNELS.

CONTINUE TO INTRODUCE HIGH VALUE PRODUCTS FOR THE DELICATESSEN  
MARKET.

SALES INCREASE BY 5%

DEVELOP NEW CHANNELS OF DISTRIBUTION OTHER THAN IMPORTERS: WHOLE-  
SALERS, RETAILORS, ETC.

SALES INCREASE BY 5%

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----