

REPORT 4
88/02/02

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

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POST : 473-BUDAPEST

001-AGRI & FOOD PRODUCTS & SERVICE
HUNGARY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

CONTINUE SUPPORTING ONGOING EFFORTS TO ESTABLISH A CANADIAN
LIVESTOCK JOINT VENTURE IN HUNGARY.

INCREASED CANADIAN EMBRYO, SEMEN & BREEDING
STOCK SALES. IMPROVED LIVESTOCK SALES TO THIRD
MARKETS.

VISIT BY D. M. NOREAU (AGR. CDA) TO HUNGARY. TRIP TO COINCIDE
WITH FIRST MEETING OF JOINT AGRICULTURE COMMITTEE.

STRENGTHENING OF AGRICULTURE TRADE RELATIONS
WITH EXPANDED COVERAGE OF REVISED JOINT
AGRICULTURE COMMITTEE.

AGDEVCO PLANS TO START PROMOTING FARM MACHINERY (VIA OFFICE IN
VIENNA) IN 1987.

CANADIAN FARM MACHINERY WILL LIKELY BE
DISPLAYED AND TESTED IN HUNGARY.

FOOD HANDLING, PROCESSING EQUIP

WE ARE CURRENTLY TRYING TO INTEREST LEADING CANADIAN FOOD
PROCESSORS TO VISIT HUNGARY.

THEY WILL DECIDE TO TARGET HUNGARY'S FOOD
PROCESSING SECTOR FOR MARKETING ACTIVITY.

MARKET ASSESSMENT VISIT BY ONE OR TWO LEADING CANADIAN FOOD
PROCESSORS TO HUNGARY.

DECISION TO ACTIVELY PURSUE HUNGARY'S FOOD
PROCESSING SECTOR.

SERVICES INCLUDING CONSULTING

QUEBEC COMPANY WILL ADD HUNGARIAN STATE FARM TO ITS DAIRY HERD
ANALYSIS SYSTEM ON A PILOT PROJECT BASIS AS WELL AS EXCHANGING
TECHNICAL EXPERTS.

WORK WITH HUNGARIAN AUTHORITIES TO
DEVELOP A DHAS FOR HUNGARY.

ONCE HUNGARY'S DHAS HAS BEEN ESTABLISHED, WORK WITH MCGILL AND
HUNGARIANS TO SELL THE NEW VERSION OF THE SYSTEM IN OTHER
COUNTRIES.

FOLLOW-ON SALES TO THIRD MARKETS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -PROMOTE MCGILL'S EFFORTS TO SELL DHAS IN
HUNGARY.
-SEMEX-MEZOHÉGYES J. V.

-EMBASSY HAS REACTIVATED THIS ONCE STALLED
PROJECT.
-J. V. NEGOTIATIONS NOW NEARING COMPLETION.

QUARTER: 3 -----

QUARTER: 4 -----