

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 :319-DAMASCUS

001-AGRI & FOOD PRODUCTS & SERVICE
SYRIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ENHANCED PROMOTIONAL EFFORTS WITH GOVT REGISTERED "MIXED AGRICULTURAL COMPANIES" TO EXPLORE POSSIBLE INTEREST IN CDN PRODUCTS AND SERVICES FOR FARM DEVELOPMENT PROJECTS.

INITIAL CONSULTANCY CONTRACT BY CDN FIRM FOR FARM MANAGEMENT; POSSIBLE IMPORTS OF CDN DAIRY CATTLE BY ONE FIRM.

FOLLOW-UP TO SYRIAN PARTICIPATION AT WESTERN CANADA FARM PROGRESS SHOW IN JUNE 87. ASSESSMENT OF TRIALS PROGRAM FOR CDN FARM IMPLEMENTS WITH GEN ORG. FOR AGRIC MERCHANIZATION.

POSSIBLE CONSIGNMENT OF CDN ROCKPICKERS OR OTHER SPECIALIZED IMPLEMENTS FOR TRIALS PROGRAM WITH G.O.A.M.

SUPPORT EFFORTS OF LOCAL AGENTS FOR CDN FOOD PRODUCTS EXPORTERS IN ANTICIPATION OF EASING OF IMPORT RESTRICTIONS PLACED UPON PRIVATE SECTOR SYRIAN IMPORTERS.

RETURN TO PREVIOUS SALES LEVEL (EG 500K TO \$1M) OF CDN FOLLD PRODUCTS IN MARKET.

POTENTIAL INTRODUCTION OF CDN SEED POTATO VARIETIES WITH THE GENERAL ORGANIZATION FOR SEED MULTIPLICATION (GOMS) IN ALEPPO.

AFTER TRIALS PROGRAM, INCLUSION OF CDN VARIETIES IN GOSM CALLS FOR TENDER BY FOREIGN SEED POTATO SUPPLIERS. BASIS FOR PENETRATION OF "DUTCH" MARKET.

FOCUS FOOD PRODUCTS PROMOTIONAL EFFORTS ON STATE PURCHASING AGENCIES SUCH AS GEZA WITH EMPHASIS ON RAW MATERIALS, OILSEED PRODUCTS (CANOLA) AND CEREAL GRAINS.

INITIAL TRIAL ORDERS FOR CDN PRODUCTS BY GEZA THROUGH SUCCESSFUL TENDER PARTICIPATION BY CDN EXPORTERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 TENDER CALL BY GENERAL ORGANIZATION FOR CATTLE FOR PROCUREMENT OF 10,000 HEAD FREISIAN, HOLSTEIN AND HOLSTEIN-FREISIAN CATTLE.

TWO CDN SUPPLIERS TO BID ON REQUIREMENT;AWARD OF CONTRACT COMPLICATED BY NEED FOR EXTERNAL FINANCE & LACK OF EDC COVER FOR SYRIA.BID WILL, HOWEVER, SERVE AS STEPPING STONE TO SCHEDULED CDN DAIRY SEM. IN DAMASCUS IN EARLY 1989.

QUARTER: 2 Promotion of Cdn seed potato exporters to Govt and private sector buyers in Syria and Jordan; support for Potatoes Canada participation in National Trials Programs.

Visit by Potatoes Cda agronomist identified sales prospects for Cdn seed of nearly 500mt. Pricing to be provided buyers. Cdn participation in Syrian trials for 1st time assured;New and previously tested varieties/certification/Jordan

QUARTER: 3 Promotion of Canadian seed potato varieties to Ministry of Agriculture and General Organization for Seed Multiplication (GOSM) in respect of potential registration for import eligibility.

Visit by Potatoes Canada Agronomist for discussions with Ministry of Agriculture and GOSM resulted identification of six Canadian seed potato varieties for testing in Syria. Trials materials to be shipped fm Cda 2 January 1989.

QUARTER: 4 -----