

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

POST :404-MILAN

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

MAINTAIN & DEV. NEW CONTACTS WITH INDEPENDENT AGENTS
I.D. 5/6 INCREMENTAL AGENCIES SUITABLE TO REP. CDM SUPPLIERS

REPORT ON ANY MARKET ACCESS/PREFERENCE CHANGES & NEW TRENDS MARKET
IMPROVE CDM AWARENESS AND UNDERSTANDING OF ITALIAN FOOD

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 a) Follow up on contacts established at Cdn participation in Fieragricola-March 89.
b) Plan for next year's participation in Fieragricola.
c) Support/assist incom.Potato Mission Fall 89

a) 25 contacts followed.Relevant documentn sent to 30 Cdn suppliers.Report on fair released.
b) Contacts made with relevant auth. & 10 Cdn potential exhibitors.
c) Tentative prog.prepared re visits to N.B./PEI

QUARTER: 2 - Initiate arrangements with FIERAGRICOLA organizers for 1990 official participation
- Coordinate with Potatoes Canada arrangements for Italian seed potatoes technical mission to Eastern Canada

- Space reserved; dialogue open; all in order
- Full program organized; mission departed as planned

QUARTER: 3 . Ensure positive promotional impact in Italy of Cdn official participation in ANUGA fair.
. Visit largest Ital. food fair, SIPRAL, and assist Cdn coys/organizations present.

. Cdn exhibitors doc. provided to 25 Itl.buyers . Met Itl buyers,established good contacts with organizers of SIPRAL,Tecnoconserve,Euroconserve & identified Itl Tech Transfer partners in food processing for B.C.

QUARTER: 4 Act as project manager of and organize activities for Cdn official stand (150 sq.m.) at Fieragricola,Verona incl.recruitment of exhibitors, booth design, set up, etc. as well as press and PR activities.

7 Cdn coys/organizations exhibited. Design/contractor firm chosen produced excellent quality stand. Organized seminar for Semex attended by 100 people.Many new contacts made by exhibitors and over 100 inquiries received.