

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

013-CONSUMER PRODUCTS  
SYRIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ON-GOING PROMOTION OF CDN CONSUMER PRODUCTS(WITH FOCUS UPON TEXTILES AND HARDWARE) AT DAMASCUS INTERNATIONAL FAIRS.

RELAXATION OF IMPORT QUOTA RESTRICTIONS TO PRIVATE SECTOR BUYERS; IMPROVED SALES OF TRADITIONAL CDN CONSUMER PRODUCTS EXPORTS TO THE MARKET.

CERTIFICATION BY SYRIAN STATE ENTERPRISES RESPONSIBLE FOR PROCUREMENT OF PHARMACEUTICAL AND BIOLOGICAL PRODUCTS OF CDN MANUFACTURED VACCINATION AND ANIMAL PHARMACEUTICAL PRODUCTS.

EXPANDED MARKET POTENTIAL FOR CDN FIRMS SUCH AS PVU AND CONNAUGHT LABS IN TENDERS ISSUED BY PHARMEX.

ASSISTANCE TO MAYSА IMPORT-EXPORT OF MONTREAL IN EFFORTS TO INTEREST GOVERNMENT TEXTILE MILLS IN SYRIA TO ASSESS CDN PRODUCED CLOTH.

POTENTIAL PUBLIC SECTOR SALES BY MAYSА OF PRODUCTS WHICH THEY REPRESENT IN THE REGION.

IF QUOTA RESTRICTIONS LIFTED, RENEWED PROMOTIONAL EFFORTS ON BEHALF OF CDN TRADING HOUSES INTERESTED IN EXPORTS OF MAJOR APPLIANCES AND FURNITURE.

RENEWED PROCUREMENT BY SYRIAN PRIVATE SECTOR BUYERS OF TRADITIONAL CDN CONSUMER PRODUCTS SUCH AS KITCHEN APPLIANCES AND AIR CONDITIONING UNITS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----