REPORT 4 87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FISCAL YEAR 87

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FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 422-VIENNA

001-AGRI & FOOD PRODUCTS & SERVICE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

SERVICING CONSTANTLY INCREASING MARKET ENQUIRIES FROM CANADIAN COMPANIES IN SEEDS, OILSEEDS & PULSES.

INCREASE OF CANADIAN SALES.

INTENSIFY PERSONAL CALLS ON MAJOR AUSTRIAN IMPORTERS & DISTRIBUTORS IN THE AGRICULTURE & FOOD SECTOR.

IMPROVE LOCAL AWARENESS ABOUT CANADIAN SUPPLIERS' CAPABILITY.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INTENSIFIED CONTACTS WITH AUSTRIAN FISH TRADE AIMED AT THE FORMATION OF POSSIBLE FISH MISSION (OCT87) TOOK PLACE. OUR EFFORTS MET WITH MODICUM OF SUCCESS AS WE RECEIVED POSITIVE REACTION FROM THE LOCAL TRADE, RESULTING IN AN INCREASE OF REQUESTS FOR CDN

SUPPLIES.

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QUARTER: 4 ----