

REPT4D
90/01/23

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 :435-COPENHAGEN

001-AGRI & FOOD PRODUCTS & SERVICE
DENMARK

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

BREEDING STOCK.ENCOURAGE CDN SUPPLIERS TO MRKT IN DEN.
MAINTAIN NEWLY OPENED MARKET PREVIOUSLY IN DANGER OF CLOSURE

DUE TO VET. REG.S

CONT TO INTROD & ASSIST GREENLAND BUYERS IN SOURCING IN CDA
IF TRANSPORTATION LINKS MAINTAINED OR EXPANDED EXPECT TO

DOUBLE PRES.CDN SALE

AS FOLLOW UP TO SIAL 88.INTRODUCE FRUIT SNACK FOOD TO DEN.
COVERAGE OF DANISH MARKET WITHIN A YEAR

ASSIST CDN COS INTERESTED IN DANISH AG/FOOD PROCESSING TECH.
MARKET MAINTENANCE WITH SOME POSSIBILITY OF EXPANSION

DETAILED ANAL OF N.A. EXPORTS TO DEN. TO ALERT CDN/NEW OPPS.
DIVERSIFICATION OF PRODUCTS THUS INCREASING CANADIAN SHARE

OF MARKET.

INVESTIGATE LOSS OF \$10M EXPORT OF PANCREATIC GLANDS/INSULIN
REGAIN LOST MARKET SHARE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -Herning UNGSKUET exhibition. Ont.Govt.had info
booth which post assisted by manning.
- Feed Pea Mission June 21-26

- Promoted Cdn Hereford cattle which took all
top honours at show.
- Promoted use of Cdn feed peas and explored
tech transfer prospects.

QUARTER: 2 -Assist Cdn firms in preparing for participation
in Canada days in Greenland Sep 29 to Oct 1.
-Introduce Fruit Snack Food to Danish market.

-With leadership of EXTOTT/TPS and ISTMCTON 10
Cdn firms participated.
-Unsuccessful. Market is dead due to Danish
tariffs, luxury tax and markups.

QUARTER: 3 -----

QUARTER: 4 -----