

POST : 410-PARIS

001-AGRI & FOOD PRODUCTS & SERVICE  
FRANCE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

IDENTIFICATION OF POTENTIAL CANADIAN EXPORTERS WHO COULD MEET NEEDS(DEMAND) ALREADY IDENTIFIED BY THE EMBASSY.

BETTER RESPONSE TO GROWING DEMAND.

SEEDS & SPECIAL CROPS

MARKET STUDIES (TO BE DONE) FOR PRODUCTS IN THIS SUB-SECTOR.

GREATER FAMILIARITY WITH MARKET CHARACTERISTICS.

INFORMATION/AWARENESS CAMPAIGN AMONG BUYERS, USERS OR CONSUMERS.

DIRECT THE DEMAND TOWARD CANADIAN PRODUCTS.

MEATS & MEAT BY-PRODUCTS

FRENCH APPROVAL OF CANADIAN PROCESSING PLANTS.

INCREASE NUMBER OF POTENTIAL SUPPLIERS.

PRESENT CANADIAN PROCESSED MEAT PRODUCTS TO BUYERS FOR BIG CENTRAL DISTRIBUTORS.

SIGNIFICANT GROWTH IN SALES.

SEMI & PROCESSED FOOD & DRINK

IDENTIFICATION OF CANADIAN EXPORTERS AND POTENTIAL FRENCH IMPORTERS. COMPUTERIZATION OF DATA.

BETTER COORDINATION BETWEEN SUPPLY AND DEMAND

ORGANIZATION OF TWO WEEK VISIT WITH A LARGE STORE.

INTRODUCE NEW PRODUCTS.

PRESENTATION OF CANADIAN PRODUCTS TO BUYERS IN LARGE DISTRIBUTION CHAINS.

INTRODUCE NEW PRODUCTS AND INCREASE SALES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SUIVI AU S. I. A. PREPARATION OFFENSIVE COMMERCIALE DES PRODUITS DE LA MER. ETUDE SUR COMMERCIALISATION DU HOMARD MARCHE DU SUMON

IMPORTANTES RETOMBEES ET RAPPORTS A OTTAWA. PRVUE POUR OCTOBRE 87 - "MOIS DE LA MER" REMISE - ETUDE ENTREPRISE.

QUARTER: 2 -----

QUARTER: 3 ACCES AU MARCHE FRANCAIS.

INTERVENTION POUR OBTENIR AGREMENTS D'USINE DE TRANSFORMATION DE VIANDE.

QUARTER: 4 SOUS-SECTEUR - ALIMENTS ET BOISSONS: PRESENTATION DES PRODUITS CDNS AUX ACHETEURS DES GRANDES CHAINES DE DISTRIBUTION ET AUTRES.

SUIVI DES INSCRIPTIONS A NOTRE BANQUE DE DONNEES SUR EXP/IMP. - CONTACTS AVEC MAGASIN DE L'UNESCO A PARIS. - DEUX SOCIETES FRANCAISES INTERESSEES DANS QUINZAIN DE PROMOTION.