

REPORT 4
88/10/21

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 : 435-COPENHAGEN

001-AGRI & FOOD PRODUCTS & SERVICE
DENMARK

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

ONGOING ASSISTANCE TO INCOMING BUYER JUST RETURNED FROM CANADA
IN BEANS AND SPECIAL CROP AREAS.

DANISH FOOD PROCESSING TECHNOLOGY OF INTEREST TO CDN FIRMS. POST
ASSISTING CDN COS TO IDENTIFY AND REACH LICENSING AGREEMENTS WITH
SUITABLE DANISH FIRMS.

GREENLANDIC BUYER TO CANADA TO SOURCE PRODUCT/BULK BASIC COMMODI-
TIES.

COMPUTERIZATION OF ALL DANISH BUYERS/BY PRODUCT INTERESTED IN
DEALING WITH CANADA.

ANTICIPATED RESULTS:

MOVE TO SOURCE GREATER VARIETY OF PRODUCTS IN
CANADA AND MAKE "MIXED" CONTAINER SHIPMENTS.

6-8 LICENSING AGREEMENTS

SMALL NEW SALES, BUT LONG TERM BENEFITS TO
CANADA'S RELATIONS WITH GREENLAND.

INCREASED EFFICIENCY FOR POST TO DIRECT
EXPORT ENQUIRIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 INCOMING BUYERS MISSIONS FROM BOTH PRIVATE AND
PUBLIC SECTOR SUPERMARKET/DEPARTMENT STORES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

BUYER GROUPS FROM KNI AND BRUGSEN VISITED
CANADA AND MET VARIETY OF SUPPLIERS. INITIAL
PURCHASES \$500,000.