

REPT4D
89/12/12

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. DUE TO VET. REG.S
MAINTAIN NEWLY OPENED MARKET PREVIOUSLY IN DANGER OF CLOSURE

CONT TO INTROD & ASSIST GREENLAND BUYERS IN SOURCING IN CDA DOUBLE PRES.CDN SALE
IF TRANSPORTATION LINKS MAINTAINED OR EXPANDED EXPECT TO

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. OF MARKET.
DIVERSIFICATION OF PRODUCTS THUS INCREASING CANADIAN SHARE

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 -----

QUARTER: 3 -----

QUARTER: 4 -----