

POST :471-WARSAW

001-AGRI & FOOD PRODUCTS & SERVICE

POLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL,POULTRY BREEDING STOCK

IDENTIFICATION AND CULTIVATION OF KEY DECISION MAKERS.

TO DEVELOP HYBRID SALES.

ASSIST HYBRID IN MOUNTING TECHNICAL SEMINAR.

TO OBTAIN END USER CONTACTS.

TO COMBINE HYBRID TURKEYS INTO CANADIAN INFORMATION STANDS DURING POZNAN FAIR.

TO PROMOTE THE COMPANY; TO ALERT POLISH PRIVATE SECTOR ABOUT CANADIAN CAPABILITIES.

IDENTIFY END USERS BASED ON POZNAN FAIR RESULTS.

INCREASED CANADIAN EXPORTS,THROUGH MKT EXPOSURE AND ESTABLISHMENT OF CONTACTS.

SEEDS & SPECIAL CROPS

TO CONTINUE VISITS TO ROLIMPEX AND MINISTRY OF AGRICULTURE.

TO STIMULATE ROLIMPEX' CONTACTS WITH CANADIAN COMPANIES.

FOOD HANDLING,PROCESSING EQUIP

VISIT TO FOOD PROCESSING PLANTS, PERSONAL CONTACTS WITH MACHINERY IMPORTS DECISION MAKERS TO PROMOTE CANADIAN TECHNOLOGY.

OBTAIN SPECIFICATIONS OF PROJECTS AND PARTICULAR EQUIPMENT REQUIREMENTS.

IDENTIFY END USERS AND DECISION MAKERS IN SECTORS OF INTEREST TO CANADIAN FIRMS.

ENCOURAGING CANADIAN COMPANIES TO BID ON PROJECTS AND OBTAIN ONE SUCCESSFUL BID FROM CANADA.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ASSIST HYBRID TURKEYS DURING POZNAN FAIR.  
CALLS ON END USERS TO IDENTIFY FOOD PROCESSING PROJECTS AND TO ALERT INDUSTRY.  
CALLS ON ROLIMPEX AND MINISTRY OF AGRICULTURE.

HYBRID DID NOT PARTICIPATE BUT ARE PLANNING SEM. IN FALL WITH WHICH WE WILL ASSIST. -CALLS WERE MADE ON 3 PLANTS & ASSOC'N. KSI ALERTED. AGENCY AGREEMENT ESTABLISHED. -ARRANGED MTG WITH OMAF REP & ROLIMPEX.BUSINESS DISCUSSIONS UNDERWAY.

QUARTER: 2 -----

QUARTER: 3 Contact pulp mills and FTQ's to obtain information about modernization plans.

Projects presenting at standstill due to lack of financing but Canadian interest remains high in this sector.

QUARTER: 4 Visits to food processing plants, personal contacts with machinery import decision makers.  
Assist Hybrid Turkey to expand sales

Commercial Officer undertook program of local calls and regional visits  
Post working with Bureau and Ontario Govt to proposed Grain Terminal to Canada  
Post assisted Hybrid with visits to Poland