QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :403-ROME

002-FISHERIES, SEA PRODUCTS & SERV.
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
FISH & SHELLFISH & OTHER PROD	
OBTAIN ITALIAN MINISTRY OF HEALTH AUTHORIZATION FOR EASTERN CDN COASTAL WATERS TO PERMIT IMPORT OF CLAMS.	OBTAIN AUTHORIZATION
OBTAIN DOCUMENTATION FM FANDO CANADA REQUIRED TO OBTAIN AUTHORIZATION OF ITALIAN MINISTRY OF HEALTH TO PERMIT IMPORT OF QUICK-FROZEN FOODS.	OBTAIN AUTHORIZATION
ATTEMPT TO OBTAIN AGENCIES FOR CANADIAN EXPORTERS OF LIVE LOBSTERS.	ONE AGENCY AGREEMENT.
DEVELOP AGENCIES FOR CDN SALMON SMOKERS	2 -3 NEW AGENCY AGREEMENTS
SPONSOR AND ORGANIZE RECEPTION FEATURING CANADIAN SALMON AND CRAB PRODUCTS. INVITEES ITLN IMPORTERS, DISTRIBUTORS AND END USERS.	INCREASED SALES OF THESE LINES TO ITALY.
PURCHASE SMALL PERSONAL COMPUTER AND ESTABLISH DATA BASE OF ITLN FISH IMPORTERS. REGULAR MAILINGS TO THESE CONTACTS.	PERMIT OFFICE TO ASSUME MORE ACTIVE TRADE PROMOTION AND SELECT LOCAL FIRMS WE WISH TO DEAL WITH.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 CREATION OF FISHERIES SECTOR DATA BASE, INITIATION OF REGULAR MILLINGS, DEVELOPMENT OF NEW EXPORT CONTACTS FOR CLAMS, LOBSTER AND SALMON.	SEVERAL BUYING CONNECTIONS, BUT NO SIGNIFICANT BUSINESS.
QUARTER: 2 - ESTABLISHMENT OF AGENCIES FOR LIVE LOBSTERS AND CLAMS. - PURCHASE OF MICRO-COMPUTER FOR USE IN FISH PRODUCTS PROMOTION.	- ESTABLISHMENT OF ONE NEW AGENCY FOR LIVE LOBSTER AND OTHER SHELLFISH. - LACK OF FIANCIAL RESOURCES PEVETED PURCHASE PROMOTIONAL PLAN POSTPONED UNTIL BUDGET PERMITS.
QUARTER: 3 -----	
QUARTER: 4 -----	