



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Scheduled Report - FAS internal use only

Date: 9/30/1999

GAIN Report #TS9006

## **Tunisia**

### **Annual Marketing Plan**

### **Unified Export Strategy (UES)**

## **2000**

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#### **Report Highlights:**

Market promotion activities proposed by FAS/Tunis complements those of FAS cooperators (active in Tunisia) submitted in their individual UES'. Together, they constitute an aggressive means to enhance U.S. exports of agricultural commodities and consumer-ready high value food products in Tunisia.

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Includes PSD changes: No  
Includes Trade Matrix: No  
Annual Report  
Tunis [TS1], TS

**Table 1**  
**Summary of Resource Requests**

<i><b>Program</b></i>	<i><b>Request</b></i>
Annual Marketing Plan (AMP)	\$ 15,500
12X Trust Fund (12X)	\$
Section 108	TD 115,335 (U.S.\$ 95,318)
Cochran Fellowship Program	\$
Technical Issues Resolution Fund (EMP)	\$
Quick Response Marketing Fund (EMP)	\$
Other EMP funding	\$
TOTAL	\$

Exchange Rate: TD 1.21 equal US\$ 1.00

**Table 2**  
**New or Changed Regions**

<i>Region Name</i>	<i>List of Countries in Region</i>
	Tunisia

**Table 3  
Market Identification Worksheet**

(1) Products	(2) Targeted Country/ Region (listed in order of importance)	(3) Current or Average Value of Imports from All Suppliers	(4) Projected Annual Rate of Import Value Growth From All Suppliers	(5) Current or Average Value of Imports from U.S.	(6) Current U.S. Competitive Position: Relative U.S. Market Share (U.S. Share divided by share of leading competitor)	(7) (8) Absolute U.S. Market Share		(9) Goal for U.S. Export Growth Rate
		1998 (\$) Million	1999-2005 (%)	1998 (\$) Million		1993	1997 (%)	1999-2005 (%)
Total Ag Imports	TS	1,134	4	123	0.87	18	13	7
WHEAT		292	3	45	0.74	62	32	20
HDWLM SFTLM		107	3	0.244	0.7	0.1	0.6	15
SOYOL		90	-	3.6	0.6	5	5	4
OTHID		55	6	0	0	0	0	15-30% of market
SOYML		50	6	13	0.38	0	5	6
COTTN		47	2	10	1.60	15	14.9	4
CORN		55	8	20	1.5	73	46	8
OTHFP		22	2	5	1.04	6	23.7	5

Cigarettes		71	2	8	0.35	24	24	5
NDM		15	1	2.5	0.89	4.6	12.5	2
CRNOL		9	25	7.2	16.9	0	97	80 to 90% of market
SEMEN		0.565	25	0.256	1.01	31	41.8	20
PREPF YOICE		4.2	8	1.8	2.26	0	48	12
SDVEG		18	8	0	0	0	0	10 to 20% of market
OTFED		0	0	0	0	0	0	A total of 20,000 to 100.000 MT

Source: Institut National de la Statistique 1999.

## **Table 4**

### **Long Term Marketing Strategy Overview**

With regard to American agricultural products, Tunisia is predominantly a bulk commodity market with emerging opportunities for consumer-ready food products. The Tunisian market is extremely sensitive to price movements where quality, especially in bulk products, carries little weight in purchasing decisions.

Tunisia has enjoyed trading benefits with the US under the general system of preferences, but the bilateral trade balance consistently favors the US. As a result of liberalization, corn has become a cost effective ingredient used in formulating feeds for the poultry and dairy industries. The U.S. market share for corn averaged 51 percent over the past 5 years.

With regard to wheat, Tunisia has been a growing market for bread wheat and occasionally enters the durum market for as much as 500 TMT when the local crop is reduced by drought. Total Tunisian imports are expected to reach 800 TMT in MY 99/00. Wheat import liberalization announced to begin in 2003 should result in the medium to long terms in increased U.S. market share which fluctuated from 6 - 41% in the last several years.

For wheat and other bulk commodities, such as soybean oil, soybean meal, cotton, GSM credit availability and promotion marketing and trade servicing activities implemented by FAS concerned cooperators should enhance the U.S. market share for these products. For more details on bulk commodities (wheat, feed grains, protein meal, soybean oil, cotton), refer to the appropriate UES submitted by the concerned FAS cooperators.

For the consumer-ready high value food products, which, for the most part have been a quasi monopoly of EU countries, FAS/Tunis will continue to promote NASDA/FMI food show case and other food related American shows to Tunisian importers of consumer food products to make a bigger "dent" in the afore-mentioned monopoly.

A new commodity that FAS/Tunis believes could constitute an excellent potential for export from the US is cattle hides/skins for which an aggressive marketing program is proposed in the present UES.

Workshops, educational visits and continuing dialogue between US and Tunisian concerned government entities on Genetically Modified Organisms (GMO's) are essential in paving the way for accepting GMO crops for food and feeds in Tunisia. An activity has been designed for that purpose in this UES.

The strategies, constraints/opportunities developed by FAS cooperators and for which activities are designed to increase U.S. agricultural imports in Tunisia have the full support of FAS/Tunis (they were all the fruit of consultation and dialogue with the cooperators, without exception). However, one new and innovative activity is suggested with respect to feed grains (corn). It deals with feeder cattle development. Section 108 funding is requested to conduct an assessment of this sector in Tunisia and the prospects of its evolution in the next several years and what impact it could have on corn imports.

**Table 5**  
**Assessment Worksheet**  
**Country/Region: TS**  
**Product/Sector: OTHID**

**1. Product/Sector Assessment:**

For its expanding leather industry, primarily shoe and ready-to-wear garment making, Tunisia imports annually about \$ 50 million in cattle hides/skins sourced for the most part EU countries.

Lack of knowledge of the U.S. cattle hides/skins industry by Tunisian importers/users is such that many of them are believed not to be aware of the U.S. export potential.

**2. Long-term Strategy:**

Organize, with the assistance of CMP/FAS/Washington, a U.S. industry leaders trade delegation to visit Tunisia to:

- make Tunisian importers/users aware of the U.S. export potential and initiate high level contacts with appropriate Tunisian industry groups and representatives to promote U.S. exports of cattle hides and skins.
- organize a reverse trade mission for Tunisian industry leaders to visit the US (productions and processing areas), and meet with U.S. industry representatives/exporters to discuss/finalize arrangements for purchasing cattle hides and skins.

**3. Past Performance and Evaluation Results:**

U.S. exports of cattle hides and skins to Tunisia have been practically nil in the last several years.

**Table 6: Export Strategy Worksheet**  
**Country/Region: TS**  
**Product/Sector: OTHID**

**Constraint/Opportunity #1**

**I. Description: Export Products Awareness**

The Tunisian importers/users industry leaders are not aware that the US is an important producer/exporter of cattle hides and skins.

**II. Performance Measures (outcomes):**

**- Baseline/Time Frame:**

1999: U.S. exports of cattle hides and skins are nil.

**- Desired Outcomes/Time Frames (e.g., (2000, 2001, 2002, 20xx))**

2000/2001: a U.S. trade mission to Tunisia is organized. It will be followed by a reverse trade mission to the U.S. by Tunisian industry leaders/users representatives.

2001/2002: American exports to capture 5 to 10 percent of the Tunisian market.

2003/2004: American exports to capture 10 to 20 percent of the Tunisian market.

**III. Information for Activities Addressing Constraint/Opportunity #1**

**Activity #1**

**A Activity Code (10 characters) :** N00G032300 / A00G032100

**B. Activity Title:** Trade Promotion OTHID

**C. \$ Request:**

**Section 108 (In Tunisian Dinars):**

**Activity Code:** N00G032300

a. U.S. trade delegation to Tunisia (3 persons):

Airfare: 3 x TD 2,500 =	TD 7,500
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Per Diem in Tunisia: 10 days x 3 persons x TD 200 =	TD 6,000
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Representation function: 150 guests at TD 4/person =	TD 600
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Sub-total	TD 14,100
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**Table 6: Export Strategy Worksheet****Country/Region: TS****Product/Sector: OTHID****(Continued)**

b. Tunisian trade delegation to the US:	
4 persons from the industry and the Ag.Specialist as escort:	
- Airfares Tunis-US-Tunis, visa, health insurance 5 x TD 2,660 =	TD 13,300
- Airfares within the US (5 persons) 5 x TD 1,500 =	TD 7,500
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Sub-total	TD 20,800

**In U.S. \$:****Activity Code: A00G032100**

Tunisian trade delegation to the U.S. (4 persons):	
Per Diem in US: 4 x \$200 x 10 days (Cooperator's Share)	(\$ 8,000)
Per Diem in US for Ag.Specialist escort: \$ 200 x 10 =	\$ 2,000
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Sub-total	\$ 2,000

**Total**      **TD 34,900** (equiv. \$ 28,843)  
**US\$ 2,000**

**D. Activity Description:**

A U.S. industry trade delegation (3 persons) will visit Tunisia in 2000 to make Tunisian industry leaders/users aware of the U.S. export potential for cattle hides and skins and promote them. A reverse trade mission will be organized for Tunisian industry representative/users (4 people) in late 2000 or early 2001 to finalize purchasing arrangements.

**E. Expected Results/Time Frame:**

2000/2001: Tunisian cattle hides and skins industry leaders/users become aware of the U.S. Export potential for these products.

2001/2002: Tunisian industry purchases U.S. cattle hides and skins and recognize their high quality compared to similar products from competition.



**Table 5**  
**Assessment Worksheet**  
**Country/Region: TS**  
**Product/Sector: Trade Data**

**1. Product/Sector Assessment:**

Develop/provide information on the basic structure of Tunisia's import regulations and standards to develop/update the newly required Food and Agricultural Import Regulations and Standards (FAIRS) report. This report is essential to U.S. agricultural/food products exporters.

**2. Long-term Strategy:**

Availability of the FAIRS report to the U.S. agricultural industry sectors should help enhance U.S. exports of agricultural products to Tunisia.

**3. Past Performance and Evaluation Results:**

Absence of FAIRS report may have hindered U.S. exports of agricultural/food products to Tunisia.

**Table 6: Export Strategy Worksheet**  
**Country/Region: TS**  
**Product/Sector: Trade Data**

**Constraint/Opportunity #1****I. Description:**

U.S. exporters of agricultural products ranging from bulk products to consumer ready food products are not familiar with, sometimes, quickly changing Tunisian import regulations.

**II. Performance Measures (outcomes):****- Baseline/Time Frame (e.g., 1999)**

1999: U.S. requests from Trade: 50.

**- Desired Outcomes/Time Frames (e.g., (2000, 2001, 2002, 20xx))**

2001 Trade leads increase by 10 %.

2002 Trade leads increase by 20 %.

**III. Information for Activities Addressing Constraint/Opportunity #1****Activity #1**

**A Activity Code (10 characters) :** N00R015100

**B. Activity Title:** Trade Data

**C. \$ Request:**

**Section 108 (in Tunisian Dinars):**

**TD 3,800** (equivalent \$ 3,150)

**D. Activity Description:**

Task a Tunisian consultant to collect data/information for the FAIRS report.

**E. Expected Results/Time Frame:**

Report submitted to FAS Washington in 2000 and made available to U.S. exporters.

**Table 5**  
**Assessment Worksheet**  
**Country/Region: TS**  
**Product/Sector: AGX Info Booth & Menu Promotion**  
**NASDA/FMI**

**1. Product/Sector Assessment:**

In 1998, Tunisia imported agricultural products and consumer food high value products estimated at about \$ 1.1 billion. More than half of these products and commodities were sourced from EU countries (France, Italy, Germany, Spain). U.S. market share in 1998 was 10.84%. It included bulk commodities (corn, cotton, vegetable oil, etc.) and some high value consumer-ready food products valued at more than \$1.8 million).

**2. Long-term Strategy:**

With the support of marketing programs/activities of USDA/FAS cooperators such as U.S. Wheat, USGC, ASA, CCI, maintain and enhance the U.S. market share and, whenever possible, mark the presence of U.S. agriculture at international specialized shows and events staged in Tunisia. Also, attendance of NASDA/FMI Food Show (thanks to FAS AgAtt office in Tunis recruiting efforts) by Tunisian food products importers, are helping to break the quasi monopoly that EU countries (traditionally France, Italy, Spain) have.

**3. Past Performance and Evaluation Results:**

USDA/FAS booth within the American Pavilion at the Tunis International Fair and the American Culinary Week, both staged in 1998, were high visibility events. These two activities highlighted U.S. agriculture presence in the Tunisian business arena and were an excellent support to help promote U.S. agricultural exports to Tunisia. USDA/FAS booth contributed largely to enhance the image of U.S. agriculture in Tunisia, by offering a broad range of high quality bulk, animal and consumer-ready food products. Also, it showed our competitors, especially from the EU, that Tunisians have more than EU countries to source their imports. With respect to the Culinary Week, featuring TexMex speciality, it definitely helped introduce a new taste of American cuisine to Tunisians who have discovered a new type of fast food dishes which, catering providers will certainly need to gear up to satisfy the desires of the new generation of Tunisian consumers.

NASDA/FMI food show attendance by Tunisian food importers (thanks to FAS AgAtt office Tunis recruiting efforts, and Ag. Specialist escorting the Tunisian delegation to visit the show floor, and arranging meetings with U.S. exhibitors) will help, over time, make a bigger dent in the EU countries monopoly on consumer-ready high value food product exports to Tunisia.

**Table 6: Export Strategy Worksheet**  
**Country/Region: TS**  
**Product/Sector: AGX Info Booth & Menu Promotion**  
**NASDA/FMI**

**Constraint/Opportunity #1**

**I. Description:**

Expose Tunisian agricultural industry leaders and representatives, farmers and food consumers to a broad range of U.S. high quality bulk, animal and consumer-ready food products and introduce the old and the new generations of Tunisians to a new style of food and dishes.

**II. Performance Measures (outcomes):**

- **Baseline/Time Frame (e.g., 1999)**

- **Desired Outcomes/Time Frames (e.g., (2000, 2001, 2002, 20xx)**

Enhance agricultural bulk commodity and consumer-ready food exports to Tunisia.

**III. Information for Activities Addressing Constraint/Opportunity #1**

**Activity #1**

**A Activity Code (10 characters) :** N00G031300

**B. Activity Title:** AGX Info Booth (Trade Show)

**C. \$ Request:**

**Section 108 (in Tunisian Dinars):**

**TD 8,200** (equiv. \$ 6,777) (See Appendix H).

**D. Activity Description:**

Provide a U.S. catalog exhibit, information on USDA marketing activities such as GSM, FGP, DEIP, the cooperators, and U.S. trade shows including FMI. This show provides technical information useful for Tunisians importing U.S. Ag commodities and foods. This will be accomplished by leasing show floor space at the Tunisian AgroLeader Show.

**E. Expected Results/Time Frame:**

Enhance agricultural bulk products and consumer-ready food exports to Tunisia.

**Table 6: Export Strategy Worksheet**  
**Country/Region: TS**  
**Product/Sector: AGX Info Booth & Menu Promotion**  
**NASDA/FMI**  
**(Continued 1)**

**Activity #2**

**A. Activity Code (10 characters):** A00G033200 / N00G033200

**B. Activity Title:** Menu Promotion

**C. \$ Request:**

**Activity Code:** A00G033200

Fees for chef and assistant \$ 4,500

Promotional Material \$ 3,000

**Total** -----  
\$ 7,500

**Section 108 (in Tunisian Dinars):**

**Activity Code:** N00G033200

Travel for chef and assistant TD 5,400

Inaugural reception (250 guests x TD 12) = TD 3,000

**Total** -----  
TD 8,400 (equiv. \$ 7,000)

**D. Activity Description:**

A menu promotion is planned in Tunisia at the Abou Nawas Tunis Hotel (world class hotel) for February/March 2000. An American chef with one assistant will be invited to prepare American style dishes to introduce a new taste of American cuisine to Tunisians. An inaugural reception for the American Culinary Week will be organized for local government officials, Tunisian business persons, representatives from the press media and other world class hotels and restaurants in Tunisia. This would be the third annual event.

**E. Expected Result/Time Frame:**

Expose the new generation of Tunisian consumers to different types of foods that will induce catering providers to gear-up to satisfy them.

**Activity #3**

**A. Activity Code (10 characters):** A00G032200 / N00G032200

**B. Activity Title:** NASDA/FMI (Yr 2000)

**C. \$ Request:**

**Activity Code:** A00G032200

Per Diem for Ag. Specialist \$ 2,000

**Table 6: Export Strategy Worksheet**  
**Country/Region: TS**  
**Product/Sector: AGX Info Booth & Menu Promotion**  
**NASDA/FMI**  
**(Continued 2)**

**Section 108 (in Tunisian Dinars)**

**Activity Code:** N00G032200

Airfare, advertizing FMI in local press: **TD 3,000** (equiv. \$ 2,500)

**D. Activity Description:**

- Ag Specialist to accompany Tunisian buyers delegation to NASDA/FMI Show Case (yr 2000).
- Advertize event in local press to enhance recruitment of Tunisian food buyers.

**E. Expected Result/Time Frame:**

Expose more Tunisian importers of consumer-ready high value food products to American products as a new source for their imports.

## Appendix H

### Trade Show Budget Table

For each major (greater than \$3,000) trade show, a trade show budget table must be submitted using the format provided below. The table can be included in the report or submitted as an attachment.

Activity Code: N00G031300

Activity Name: AgroLeader Show

Location: Tunis

Date (dd/mm/yy): 19-23 April 2000

Cost (Section 108- in Tunisian Dinars)	Travel	MP	Other	Total
Design/Construction				
Space Rental/Acquisition		5,000		TD 5,000 (\$ 4,200)
Reception		1,500		TD 1,500 (\$ 1,250)
Public Relations		500		TD 500 (\$ 420)
Operations Management: Purchase of a GSM telephone, hook up and operation		1,200		TD 1,200 (\$ 992)
Supporting Travel				
<b>TOTAL</b>		<b>8,200</b>		<b>TD 8,200 (Equiv. \$ 6,777)</b>

**Table 5**  
**Assessment Worksheet**  
**Country/Region: TS**  
**Product/Sector: Genetically Modified Organisms (GMO'S)**

**1. Product/Sector Assessment:**

GMO's constitute a very controversial issue worldwide and more so in EU countries which have some influence on Tunisians. Several agricultural products currently imported by Tunisia to meet its needs include corn (for feed) and soybean oil. These products, some of them are sourced in the US contain or are likely to contain GMO materials in the future.

**2. Long-term Strategy:**

Educate Tunisian government officials (in all the departments that share GMO matters responsibility) and, possible, the public opinion.

**3. Past Performance and Evaluation Results:**

A Tunisian government delegation financed by the AgAtt office in Tunis with Section 108 currencies visited the US in 1998 to learn about GMO's. This was followed in early 1999 by a visit of U.S. scientists to Tunisia (one from USDA and one from Monsanto). They presented at a seminar organized under the aegis of the Secretariat d'Etat a la Recherche Scientifique et Technologique (SERT) and attended by more than 120 participants the U.S. policy on GMO's and some examples of GMO crops developed by U.S. laboratories. During their visit in Tunisia they established contacts with a number of Tunisian scientists currently working on GMO related matters. The U.S. experts visit to Tunisia has helped establish some bridges with the Tunisian scientific community to discuss GMO issues, including legislation, and it was suggested by all parties that the dialogue on GMO's should be continued through a workshop that will take place in Tunis to review proposals prepared by Tunisians scientists for activities related to GMO's.

**Table 6: Export Strategy Worksheet**  
**Country/Region: TS**  
**Product/Sector: Genetically Modified Organisms (GMO'S)**

**Constraint/Opportunity #1**

**I. Description:**

Constraint: Lack of understanding by Tunisian Government officials and members of the Tunisian scientific community of the GMO issue.

**II. Performance Measures (outcomes):**

- **Baseline/Time Frame (e.g., 1999)**

- **Desired Outcomes/Time Frames (e.g., (2000, 2001, 2002, 20xx)**

2000-2001: Tunisians understand GMO issue and accept importing ag products containing GMO materials.  
Tunisia initiates drafting GMO legislation.

**III. Information for Activities Addressing Constraint/Opportunity #1**

**Activity #1**

**A Activity Code (10 characters) :** N00G049000

**B. Activity Title:** GMO workshop

**C. \$ Request:**

**Section 108 (Tunisian Dinars):**

Airfares: 4 x TD 2,500 = TD 10,000

Per Diem: 4 x 7 days = TD 4,080

Representation function 120 x TD 4 = TD 480

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**Total** **TD 14,560** (equiv. \$ 12,000)

**D. Activity Description:**

Continue discussions initiated earlier with Tunisian scientists.

Hold a workshop with selected Tunisian scientists.

**E. Expected Results/Time Frame:**

- Enhance Tunisian scientific and policy communities understanding of U.S. GMO policy.

- Develop Tunisian projects/activities that could be implemented in a collaborative mode with U.S. scientists (including universities, firms, U.S. GOV institutions).

**Table 5**  
**Assessment Worksheet**  
**Country/Region: TS**  
**Product/Sector: CORN**

**1. Product/Sector Assessment:**

Tunisia produces no corn.

Corn imports have risen dramatically over the past 5 years from 220,000 MT in 1993 to more than 500,000 MT in 1998 with a U.S. market share of about 47%. Corn imports are used essentially in compound feed formulation for poultry, and more recently for dairy cows. Use of corn in feeds for feeder cattle is negligible as modern feeder cattle operations are non-existent.

**2. Long-term Strategy:**

Depending on the results of the assessment of the feeder cattle sector in Tunisia, investigate the feasibility of creating a feeder cattle bank. Feeder cattle managed and fed according to sound proven practices should result in substantially increased imports of corn by Tunisia. U.S. corn exports to Tunisia should therefore increase.

**3. Past Performance and Evaluation Results:**

No modern cattle feeder operations exist presently in Tunisia.

**Table 6: Export Strategy Worksheet**  
**Country/Region: TS**  
**Product/Sector: CORN**

**Constraint/Opportunity #1**

Modern feeder cattle operations are believed to be quasi non existent in Tunisia.

**I. Description:**

Conduct an assessment of the feeder cattle sector in Tunisia and the prospect of its evolution and what impact it could have on imports of corn. A Tunisian consultant will be tasked for this.

**II. Performance Measures (outcomes):**

- **Baseline/Time Frame (e.g., 1999)**

- **Desired Outcomes/Time Frames (e.g., (2000, 2001, 2002, 20xx)**

2000: complete assessment of the feeder cattle sector.

**III. Information for Activities Addressing Constraint/Opportunity #1****Activity #1**

**A Activity Code (10 characters) :** N00R049000

**B. Activity Title:** Feeder Cattle Assessment

**C. \$ Request:**

**Section 108 (in Tunisian Dinars):**

30 person-day at TD 250/day = TD 7,500

Translation/printing, etc. TD 1,200

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**Total** **TD 8,700** (equiv. \$ 7,200)

**D. Activity Description:**

Conduct an assessment of the feeder cattle sector in Tunisia and the prospect of its evolution and what impact it could have on imports of corn. A Tunisian consultant will be tasked for this.

**E. Expected Results/Time Frame:**

Depending on assessment outcome, examine, in conjunction with USGC, the pros and cons of creating a "feeder cattle" revolving line of credit inspired from the design of the ones in Egypt and Morocco.

**Table 5**  
**Assessment Worksheet**  
**Country/Region: TS/AG/MO**  
**Product/Sector: Marketing Conference**

**1. Product/Sector Assessment:**

Regional planning is essential for sustained implementation of activities designed to support and enhance FAS mandate: export more U.S. agricultural products and consumer-ready high value food products. Brain storming and regional planning sessions for the 3 countries as a region and for each country individually will enhance our understanding of the specificities of these markets and assist us in gearing up to them while keeping an eye on our competitors. Also, this regional meeting will help private and U.S. Government persons representing U.S. agriculture to better coordinate use of limited resources.

FAS cooperators and FAS Washington staff members will participate in this exercise.

**2. Long-term Strategy:**

Keep U.S. agriculture in the minds of Tunisian, Moroccan and Algerian importers.

**3. Past Performance and Evaluation Results:**

Previous regional planning meetings (Marrakech in 1997) were excellent in helping FAS address problems in the region. Also, as a result of the meetings, the level of coordination of activities between U.S. cooperators and the AgAtt offices in the region have quadrupled. For example, the AgAtt in Rabat now frequently coordinates travel with U.S. cooperator representatives in the region, luncheons and trade show activities.

In short, the regional meetings helped us to address methods to coordinate our efforts to enhance U.S. agriculture's presence in the region.

Please note that since the 1997 meetings several regional directors for the U.S. cooperators in the region are relatively new. This is an excellent time to review our coordination efforts.

**Table 6: Export Strategy Worksheet**  
**Country/Region: TS/AG/MO**  
**Product/Sector: Marketing Conference**

**Constraint/Opportunity #1****I. Description:**

Lack of coordination of agricultural marketing promotion activities in the Maghreb region (Tunisia, Algeria and Morocco).

**II. Performance Measures (outcomes):**

- **Baseline/Time Frame (e.g., 1999)**

- **Desired Outcomes/Time Frames (e.g., (2000, 2001, 2002, 20xx))**

**III. Information for Activities Addressing Constraint/Opportunity #1****Activity #1**

**A Activity Code (10 characters) :** N00G019200

**B. Activity Title:** Marketing Conference

**C. \$ Request:**

**Section 108 (in Tunisian Dinars):**

Travel: Ag. Specialist & 1 Assistant from Algiers		
TD 250 x 2 =	TD	500
Per Diem: 27 persons (cooperators, Ag. Specialist & Assistant from Algiers, etc...)		
TD 150 X 27 persons X 4 days	TD	16,200
Venue: Hotel Abou Nawas Tunis		
Conference Room - 3 days at TD 250/day	TD	750
Laser Printer/audiovisual equipment, etc.	TD	2,000
Luncheons (3): 30 pers. x 3 x TD 30	TD	2,700
Representation Reception		
150 persons x TD 4	TD	600
Bus rent for 1 day field trip	TD	500
Promotional Material		
Bags with conference date, USDA logo, 35 bags x TD 15	TD	525
		-----
<b>Total</b>	<b>TD</b>	<b>23,775 (equiv. \$ 19,650)</b>

**Table 6: Export Strategy Worksheet**  
**Country/Region: TS/AG/MO**  
**Product/Sector: Marketing Conference**  
**(Continued)**

**D. Activity Description:**

Organize a Regional Market Planning Conference (Tunisia, Algeria, Morocco) in Tunisia.

FAS/Washington staff, cooperators and AgAtt staff from Morocco, Algeria and Tunisia will participate.

Venue: Tunis (Spring 2000).

**E. Expected Results/Time Frame:**

Better coordination of agricultural marketing activities amongst cooperators and/or AgAtt, offices.