

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 : 657-KINGSTON

001-AGRI & FOOD PRODUCTS & SERVICE  
JAMAICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

MARKET SURVEY WITH PARTICULAR EMPHASIS ON HOSPITALITY INDUSTRY  
TO BE CIRCULATED 11/86.

DIRECT CONTACT WITH CANADIAN FIRMS TO ENCOURAGE THEM TO VISIT  
IMPORTERS IDENTIFIED BY HISH COMMISSION.

AT LEAST 5 EXPORTERS TO PARTICIPATE IN 5/87 SOLO SHOW IN  
KINGSTON.

THREE INCOMING BUYERS TO BE SELECTED TO VISIT CANADA.

INITIAL CONTACTS BETWEEN AT LEAST THREE  
CANADIAN SUPPLIERS AND LOCAL AGENTS/  
DISTRIBUTORS.

THREE NEW AGENCY AGREEMENTS, FIRST YEAR SALES  
OF \$1.0 MILLION.

MINIMUM THREE NEW AGENCY AGREEMENT, FIRST  
YEAR SALES OF \$500,000.

MINIMUM 3 NEW AGENCY AGREEMENTS WITH FIRST  
YEAR SALES OF \$500,000.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 DIRECT CONTACT WITH CDN FIRMS TO ENCOURAGE THEM  
TO VISIT MARKET.

ARRANGED FOR LABATT INTERNATIONAL TO ACT AS SPONSOR FOR AIR CANADA'S 50TH ANNIVERSARY CELEBRATIONS LOCALLY. AS RESULT LABATT HAS RECEIVED INITIAL ORDER FROM NEW AGENT FOR SEVERAL BEVERAGE PRODUCTS.

QUARTER: 2 PROVIDE CANADIAN FIRMS/OTTAWA WITH UP-TO-DATE  
INFO ON FOOD MARKET.

CIRCULATED PAPERS ON BAHAMIAN FOOD MARKET AND  
JAMAICAN PULSE MARKET

QUARTER: 3 -----

QUARTER: 4 -----