

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 : 502-HONG KONG

002-FISHERIES, SEA PRODUCTS & SERV.  
HONG KONG

| PLANNING: | ACTIVITIES PROPOSED IN POST PLAN:   | ANTICIPATED RESULTS: |
|-----------|---|----------------------|
|           | FISH & SHELLFISH & OTHER PROD   |                      |
|           | FOOD & BEVERAGE CANADA 87 - MARCH 87  | C\$2,000,000.        |
|           | CANADIAN FOOD WEEK AT MAXIM'S RESTAURANT  | C\$200,000           |
|           | FOOD PROMOTION - DAH CHONG HONG - NOV 86  | C\$300,000           |
|           | BASED ON THE RESULT OF ABOVE, IF SUCCESSFULL, WILL PLAN SAME TYPE OF SHOW IN 1988 | C\$500,000           |
|           | PLANNING TO RUN IN-STORE PROMOTION ON SOME OF THE SUPERMARKET CHAINS.             | C\$ 400,000.         |

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| TRACKING:  | ACTIVITIES UNDERTAKEN IN QUARTER:   | QUARTERLY RESULTS REPORTED:  |
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| QUARTER: 1 | FOOD & BEV. '87 (MAR. 87). F+B FOLLOW UP WITH PARTICIPANTS. FOOD & BEV. '88. FOLLOW UP VISITS TO HK BY ALL EXH. AT F+B '87. INSTORE PROMOT'NS OVER FY 87/88. FISH PROMOTIONS IN HOTELS. | COMPLETED. C\$6 MN DIRECT SALES. AGENTS FOUND. FOLLOW UP DONE. DEFERRED TO FY88/89. PEMD FOLLOW UP SUBSTITUTED. PEMD APPROVED. VISITS EXPECTED OVER YEAR. PLANNING UNDERWAY WITH 3 SUPERMKTS. NTS FUNDS APPROVED. BC GOVT PLAN'G UNDERWAY. |
| QUARTER: 2 | -----   |  |
| QUARTER: 3 | -----   |  |
| QUARTER: 4 | -----   |  |