

REPORT 4  
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
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 PROMOTION IN DAH CHONG HONG MARCH THIS YEAR PROVED SUCCESSFUL. WILL RUN ANOTHER FOOD PROMOTION IN DAH CHONG HONG'S FOOD SUPERMARKETS (30-35) IN 1988 FOR 8 WEEKS. C\$2,000,000

FOOD PROMOTION 88 - STARTING MARCH 1, 1988, 4 JAPANESE SUPERMARKETS, 3 HOTELS, 2 CHINESE RESTAURANTS, 2 WESTERN RESTAURANTS, 2 JAPANESE RESTAURANTS, 3 PUBS & FAST FOOD OUTLETS TO RUN A FORTNIGHT CDN FOOD FEST. DURING SAME PERIOD. C\$ 300,000

TO ENCOURAGE LOCAL FOOD IMPORTERS TO ATTEND FOOD PACIFIC 88 HELD IN VANCOUVER ON THEIR OWN EXPENSES.

FOOD & BEVERAGE CANADA 87 PROVED SUCCESSFUL. WE PLAN TO HAVE ANOTHER FOOD FESTIVAL IN 1989. C\$3,000,000

ORGANIZE AN IN-STORE PROMOTION IN KEY SUPERMARKET CHAINS. C\$ 400,000

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

ACTIVITIES UNDERTAKEN IN QUARTER

QUARTERLY RESULTS REPORTED:

QUARTER: 1

MISSION PERFORMANCE REPORT FOR Q1 1988

QUARTER: 2  
QUARTER: 3

QUARTER: 4

MISSION PERFORMANCE REPORT FOR Q4 1987