

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

REPORT 4
88/10/21

POST : 524-DHAKA

005-COMM. & INFORM. EQP. & SERV
BANGLADESH

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:
LOBBYING OF EXECUTING/REGULATORY AGENCIES

ANTICIPATED RESULTS:
INCREASE AWARENESS OF CANADIAN CAPABILITIES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 TO HAVE CHAIRMAN OF T & T VISIT CANADA TO SURVEY
TECHNOLOGICAL CAPABILITIES.

MISSED INCLUSION IN TEMIC SESSION, BUT HAVE TWO
PLACES FOR AUTUMN TEMIC AND GOOD PROSPECTS THEY
WILL BE TAKEN UP.

QUARTER: 2 ----- ARE LOCAL FOOD INDUSTRY TO ATTEND FOOD PACIFIC 88 HELD
VANCOUVER

QUARTER: 3 ----- FOOD & BEVERAGE CANADA BY WAS SO SUCCESSFUL, WE ARE PLANNING
TO DO FOOD SHOW IN MARCH, 1988.

QUARTER: 4 ----- ORGANIZE AN IN-STORE PROMOTION IN KEY SUPERMARKET CHAINS IN VANCOUVER
AND EDMONTON.

QUARTER: 4 ----- ORGANIZE AND COORDINATE BEEF PROMOTION IN HOTELS IN COOPERATION
WITH ALBERTA.

TRACKING: 3 ----- ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 IN LEAD-UP TO MAJOR IN-STORE PROMOTION,
CONTINUED TO GENERATE INTEREST IN CANADIAN
SUPPLIERS TO PARTICIPATE IN EVENT

PLANNED THE PARTICIPATION OF HONG KONG BUYERS IN
FOOD PACIFIC IN VANCOUVER. OBTAINED RESULTS
FROM FOOD RETAILER DCH ON MARCH PROMOTION - \$ 2
MILLION CAN. FOOD BOUGHT.

QUARTER: 2 ACTIVITIES UNDERTAKEN IN QUARTER:
QUARTER: 1 ACTIVELY PURSUE OPPORTUNITIES FOR NEW SUPPLIERS
AND CULTIVATE LOCAL CONTACTS IN EDMONTON.

BRANCH OFFICE ESTABLISHED OF CDM RESTAURANT
EQUIP. MTR. C&I & IN SALES TO DATE. DISTRI-
BUTOR AGREEMENT SIGNED C\$70,000 SALES TO DATE.
VERBOS CONFIDENTIALNESS OF CANADIAN OFFERS

QUARTER: 2 ----- OBTAIN INFORMATION REGARDING OTHER BUYERS
IN VANCOUVER.

REQUIREMENTS
ADVANCE INFORMATION ON FOOD-BUYING TRENDS

QUARTER: 4 ----- ACTIVITIES UNDERTAKEN IN QUARTER:
WALZ FROM IN DECEMBER 1987

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