REPORT 4
88/02/02

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

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POST :502-HONG KONG

001-AGRI & FOOD PRODUCTS & SERVICE
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOOD & BEVERAGE CANADA - MARCH 87   C$10,000,000

CANADIAN FOOD WEEK AT MAXIM'S RESTAURANT   C$300,000

IN-STORE PROMOTION(DAH CHONG HONG LTD)-NOV 86   C$300,000

BASED ON RESULT OF THE FOOD & BEVERAGE CANADA'87,IF SUCCESSFULL,   C$500,000
WILL PLAN SAME TYPE OF SHOW IN 1988

BEEF PROMOTION IN HOTELS   C$200,000

IN-STORE PROMOTION ON SOME OF THE SUPERMARKET CHAINS   C$400,000

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 FOOD AND BEVERAGE '87 (MAR.87) F+B PARTICIPANTS   COMPLETED.C$6 M DIRECT SALES. AGENTS FOUND. FOL-
           TO BE FOLLOWED UP. FOOD AND BEVERAGE '88. FOLLOW   LOWUP DONE. DEFERRED TO FY88/89. PEMD FOLLOWUP
           UP VISITS TO HK BY ALL EXHIBITORS AT F+B'87.   SUBSTITUTED. PEMD APPROVED.VISITS EXPECTED OVER
           INSTORE PROMOTIONS OVER FY87/88.   YEAR.PLANNING UNDERWEAY WITH 3 SUPERMARKETS.NTS
           BEEF PROMOTIONS IN HOTELS.   FUNDS APPROVED. ALTA GOVT PLANNING UNDER WAY.

QUARTER: 1 FOOD & BEVERAGE '87 (MAR'87). F+B FOLLOWUP WITH   COMPLETED. C$6 M DIRECT SALES. AGENTS FOUND. FOL-
           PARTICIPANTS.FOOD & BEVERAGE '88.FOLLOWUP VISITS   LOWUP DONE.DEFERRED TO FY88/89. PEMD FOLLOWUP S-
           TO HK BY ALL EXHIBITORS AT F+B '87. INSTORE PROM-   UBSTITUTED.PEMD APPROVED.VISITS EXPECTED OVER Y-
           OTIONS OVER FY87/88.FISH PROMOTIONS IN HOTELS.   EAR. PLANNING UNDERWAY WITH 3 SUPERMARKETS, NTS
                                                                    FUNDS APPROVED. B.C. GOVT PLANNING UNDERWAY.

QUARTER: 2 FOLLOW UP VISITS TO HK BY ALL EXHIBITORS AT FOOD   -INITIATED FOLLOW UP PROCESS WITH OTTAWA AND
           AND BEVERAGE 87.   DRIE ROS. NO RESPONSE. -ADVANCED PLANNING STAGES
           BEEF PROMOTION IN HOTELS WITH ALBERTA   WITH DAH CHONG HONG FOR MULTI-EVENT MARCH 88
           GOVERNMENT.   PROMOTION. -COMPLETED.

QUARTER: 3 -----

QUARTER: 4 -----