

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 857-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 HIGH 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 SPON-  
SOR FOR AIR CANADA'S 50TH ANNIVERSARY CELEBRAT-  
IONS LOCALLY. AS RESULT LABATT HAS RECEIVED INI-  
TIAL 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 DIRECT CONTACT WITH CDN FOOD SUPPLIERS TO EN-  
COURAGE THEM TO VISIT MARKET.

AS A RESULT OF MAJOR FOOD SURVEY CIRCULATED  
EARLIER IN YR. & ONGOING DISCUSSIONS, ONT.  
GOV'T SPONSORED FOOD PRODUCTS MISSION TO  
JAMAICA. TWO NEW AGENCIES TO DATE.

QUARTER: 3 THREE INCOMING BUYERS TO VISIT CANADA

DUE TO SUCCESS OF ONTARIO MISSION & SOLO SHOW  
TO BE HELD IN FEB. FEATURING SEVERAL FOOD COM-  
PANIES, IT WAS DECIDED THIS INITIATIVE WOULD NOT  
BE PRODUCTIVE AT THIS TIME.

QUARTER: 4 -----