

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 : 511-KUALA LAMPUR

001-AGRI & FOOD PRODUCTS & SERVICE
MALAYSIA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 PROMOTE TECHNICAL COLLABORATION WITH VETERINARY
SERVICES DEPT (MIN OF AGRIC) IN VARIOUS ASPECTS
OF LIVESTOCK INDUSTRY.

QUARTER: 2 PROMOTE CND FOOD PRODUCTS AND PROCESSING EQPT
WITH BULK IMPORTERS, WHOLESALERS & RETAIL OUTLETS
ENCOURAGE TECHNICAL COLLABORATION WITH DEPT OF
VETERINARY SERVICES AND DIRECT LIVESTOCK SALES
TO INDUSTRY.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

GIDC HELD DISCUSSIONS WITH DIRECTOR GENERAL, VET
SERVICE DEPT TO PROMOTE CDN EXPORTS & EXPERTISE
IN VARIOUS ASPECTS OF LIVESTOCK INDUSTRY. OMAF
SPONSORING VISIT OF THE D.G. TO ATTEND WORLD VET
CONGRESS IN MTL & VISITS TO CDN LIVESTOCK FACILI

OMAF SOYABEAN MISSION/ASEAN LIVESTOCK MISSION/
QUE TRADE MISSION/ASEAN FOOD PACKAGING TOUR
ESTABLISHED NEW BUYING CONNECTIONS AND LED TO
2 IMMEDIATES SALES. LEADING SUPERMARKET CHAIN
COLD STORAGE MALAYSIA HAS PROPOSED HOLDING 2 WK