

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 : 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,
WILL PLAN SAME TYPE OF SHOW IN 1988

C\$500,000

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 & BEV. '87 (MAR. 87). F+B PARTICIPANTS TO
BE FOLLOWED UP. FOOD & BEV. '88. FOLLOW UP
VISITS TO HK BY ALL EXH. AT F+B 87. INSTORE
PROMOT'NS OVER FY87/88. BEEF PROMOTIONS IN
HOTELS.

COMPLETED. C\$6 MN DIRECT SALES. AGENTS FOUND.
FOLLOW UP DONE. DEFERRED TO FY88/89. PEMD FOL-
LOW UP SUBSTITUTED. PEMD APPROVED. VISITS EX-
PECTED OVER YEAR. PLANNING UNDERWAY WITH 3 SUPER-
MKTS. NTS FUNDS APPROV. ALTA GOVT. PLAN'G UNDERWAY

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----