

REPORT 4
88/03/16

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

002-FISHERIES, SEA PRODUCTS & SERV.
HONG KONG

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	FISH & SHELLFISH & OTHER PROD	
	FOOD & BEVERAGE CANADA 87 - MARCH 87	C\$2,000,000.
	CANADIAN FOOD WEEK AT MAXIM'S RESTAURANT	C\$200,000
	FOOD PROMOTION - DAH CHONG HONG - NOV 86	C\$300,000
	BASED ON THE RESULT OF ABOVE, IF SUCCESSFULL, WILL PLAN SAME TYPE OF SHOW IN 1988	C\$500,000
	PLANNING TO RUN IN-STORE PROMOTION ON SOME OF THE SUPERMARKET CHAINS.	C\$ 400,000.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 -----	
	QUARTER: 2 FOLLOW UP VISITS TO HK RE FOOD AND BEVERAGE 87.	SEE ABOVE.
	QUARTER: 3 SAME AS AGRICULTURE SECTOR.	SAME AS AGRICULTURE SECTOR.
	QUARTER: 4 -----	