

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 : 657-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.

INITIAL CONTACTS BETWEEN AT LEAST THREE
CANADIAN SUPPLIERS AND LOCAL AGENTS/
DISTRIBUTORS.

DIRECT CONTACT WITH CANADIAN FIRMS TO ENCOURAGE THEM TO VISIT
IMPORTERS IDENTIFIED BY HISH COMMISSION.

THREE NEW AGENCY AGREEMENTS, FIRST YEAR SALES
OF \$1.0 MILLION.

AT LEAST 5 EXPORTERS TO PARTICIPATE IN 5/87 SOLO SHOW IN
KINGSTON.

MINIMUM THREE NEW AGENCY AGREEMENT, FIRST
YEAR SALES OF \$500,000.

THREE INCOMING BUYERS TO BE SELECTED TO VISIT CANADA.

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 SPO-
NSOR 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 EXPORTERS TO PARTICIPATE IN CDN SOLO SHOW.

FIVE NEW AGENCIES, INITIAL ON SITE SALES OF
\$225,000.