

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :502-HONG KONG

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
HONG KONG

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INCOMING BUYING MISSION FOR REPRESENTATIVES OF PARK N SHOP,
C\$1,000,000

INCOMING BUYING MISSION FRO REPRESENTATIVES OF PARK N SHOP,
C\$1,000,000

SUB-SECTOR:FOOD HANDLING,PROCESSING EQUIP

PREPARATION FOR HOFEX'89.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Promote food and beverage sectors through
missions and food promotions.
Major instore food promotion at over 35 food out
lets and 17 restaurants.

Two buyers from major food supermarket visited
Canada on food buying exercise - C\$50,000 bought
Food tasting took place with major retail outlet
in preparation for food promotion in Sept/Oct 89
Over C\$10 million Cdn food bought for food promo

QUARTER: 2 In store food promotion with Park N Shop in 131
supermarkets and food tastings in 40 of the
stores.

Approximately \$3 million of Cdn food products
was purchased for this promotion.

QUARTER: 3 In-store food promotion with Yaohan Dept Stores.

Approx. \$100,000 product sold.

QUARTER: 4 - Canadian Beef Promotion
- Canadian Food Fair in conjunction with the
Hong Kong International Food Fair at which
Canada had information booth.
- Preparation for food promo with Dah ChongHong

- Beef - Approx. 53 chefs and 8 food writers
attended a beef seminar and tasting. Under-
taken with Alberta.
- 19 Companies (28 reps) displayed products and
some 400 buyers visited Cdn exhibition.