

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

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.

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TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	FOOD & BEV. '87 (MAR. 87). F+B FOLLOW UP WITH PARTICIPANTS. FOOD & BEV. '88. FOLLOW UP VISITS TO HK BY ALL EXH. AT F+B '87. INSTORE PROMOT'NS OVER FY 87/88. FISH PROMOTIONS IN HOTELS.	COMPLETED. C\$6 MN DIRECT SALES. AGENTS FOUND. FOLLOW UP DONE. DEFERRED TO FY88/89. PEMD FOLLOW UP SUBSTITUTED. PEMD APPROVED. VISITS EXPECTED OVER YEAR. PLANNING UNDERWAY WITH 3 SUPERMKTS. NTS FUNDS APPROVED. BC GOVT PLAN'G UNDERWAY.
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	-----	