

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

Page 40

POST : 511-KUALA LUMPUR

001-AGRI & FOOD PRODUCTS & SERVICE
MALAYSIA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROMOTE TECHNICAL COLLABORATION WITH VETERINARY SERVICES DEPT (MIN OF AGRIC) IN VARIOUS ASPECTS OF LIVESTOCK INDUSTRY.

GIDC HELD DISCUSSIONS WITH DIRECTOR GENERAL, VET SERVICE DEPT TO PROMOTE CDN EXPORTS & EXPERTISE IN VARIOUS ASPECTS OF LIVESTOCK INDUSTRY. OMAF SPONSORING VISIT OF THE D.G. TO ATTEND WORLD VET CONGRESS IN MTL & VISITS TO CDN LIVESTOCK FACILI

QUARTER: 2 PROMOTE CDN FOOD PRODUCTS AND PROCESSING EQPT WITH BULK IMPORTERS, WHOLESALERS & RETAIL OUTLETS ENCOURAGE TECHNICAL COLLABORATION WITH DEPT OF VETERINARY SERVICES AND DIRECT LIVESTOCK SALES TO INDUSTRY.

OMAF SOYABEAN MISSION/ASEAN LIVESTOCK MISSION/ GUE TRADE MISSION/ASEAN FOOD PACKAGING TOUR ESTABLISHED NEW BUYING CONNECTIONS AND LED TO 2 IMMEDIATES SALES. LEADING SUPERMARKET CHAIN COLD STORAGE MALAYSIA HAS PROPOSED HOLDING 2 WK

QUARTER: 3 SUPPORT CIDA FUNDED TECHNOLOGY TRANSFER PROJECTS OF IMPERIAL FLAVOURS & WALSH INC.; MARKETING OF CDN PROCESSED FOODS WITH BULK IMPORTERS, MAJOR RETAIL OUTLETS.

IMP. FLAV. RECONSTITUTED JV WITH MORE FINANC- IALLY SOUND PARTN. WITH WALSH BANKRUPTCY, WORKING WITH PORIM TO ENSURE COMPLETION OF FEASIBILITY STUDY; SECURED ONT. GOV'T AGREEMENT TO PART. IN CDA FOOD FAIR; CONTRACTED LOCAL FIRM TO DO FOOD

QUARTER: 4 -----