

REPORT 4B
87/10/28

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 511-KUALA LAMPUR

MALAYSIA

QUARTER: 1

001-AGRI & FOOD PRODUCTS & SERVICE
PROMOTION OF BREEDING SWINE.

ADSGO TRADING VISITED SEV. MALAYSIAN PIG FARMS TO PROMOTE CDN BREEDING SWINE. CDN GOVT. SPONSORED INCOMING SWINE BUYERS MISSION JUNE 12-15 1987 RESULTING IN MALAYSIAN PURCHASES VALUED AT US \$52,435.

001-AGRI & FOOD PRODUCTS & SERVICE
PROMOTION OF CANADIAN FEED INGREDIENTS.

VISIT BY DR. EMANUELLE OF AGRIC. CDA STIMULATED INTEREST IN SOURCING CDN FEED INGREDIENTS. XCAN FAR EAST (TORONTO) FOLLOWED UP SHORTLY AFTER AND HAVE IDENTIFIED CLIENTS WITH GOOD POTENTIAL.

001-AGRI & FOOD PRODUCTS & SERVICE
PROMOTION OF CANADIAN PROCESSED FOODS AND GROCERY PRODUCTS.

3 MALAYSIAN COS PARTICIPATED AT HKONG FOOD & BEV. '87 & ARE KEEN TO BUY RANGE OF FOOD PROD, POK BROS IS NEGOTIATING PURCHASE OF PROCESSED CHEESE & COLD STORAGE(M)BHD INTERESTED IN STAGING A"CDN FOOD FAIR"IN THEIR SUPERMARKET CHAIN.

001-AGRI & FOOD PRODUCTS & SERVICE
PROMOTE TECHNICAL COLLABORATION WITH VETERINARY SERVICES DEPT (MIN OF AGRIC) IN VARIOUS ASPECTS OF LIVESTOCK INDUSTRY.

GIDC HELD DISCUSSIONS WITH THE DIR. GEN., VETERINARY SERV. DEPT TO PROMOTE CDN EXPORTS & EXPERTISE IN VARIOUS ASPECTS OF LIVESTOCK INDUSTRY. OMAF SPONSORING VISIT OF THE DIR. GEN. TO ATTEND WORLD VETERINARY CONG. IN MTL & VISITS TO CDN LIV. FACI.

003-GRAINS AND OILSEEDS
ENCOURAGE MALAYSIAN FLOUR MILLERS TO ATTEND CIGI COURSES AND PROMOTE SALES OF CANADIAN WHEAT.

MALAYAN FLOUR MILL & KUANTAN FLOUR MILL EACH SENDING A PART. ON THE CIGI COURSE IN AUG. '87. CDN WHEAT BOARD HAS INVITED MALAYAN FLOUR'S CHAIRMAN & DEP. MNG DIR. TO VISIT CDA THIS SUMMER AND WE ARE AWAITING CONFIRMATION.