

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 : 511-KUALA LUMPUR

001-AGRI & FOOD PRODUCTS & SERVICE
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

WORK WITH PRINCIPAL CDN APPLE SUPPLIERS AND MALAYSIAN IMPORTERS/
BROKERS TO ADDRESS PROBLEMS MITIGATING AGAINST INCREASED SALES.

IMPROVE QUALITY AND PACKAGING OF CANADIAN
PRODUCT. INCREASE CANADIAN SHARE OF MALAYSIAN
APPLE MARKET.

TOGETHER WITH CIGI, ORGANIZE ANIMAL FEED SEMINAR FOR FEED MILLERS
ON THE USE AND FEED FORMULATION OF CANADIAN BARLEY, CANOLA MEAL
AND DEHYDRATED ALFALFA, PRESENTLY NOT IN USE LOCALLY.

INCREASE SALE OF FEED INGREDIENTS TO MALAYSIA

UNDERTAKE MARKETING PROGRAM OF CANADIAN PROCESSED FOODS AND
GROCERY PRODUCTS WITH BULK IMPORTERS, WHOLESALERS AND MAJOR
RETAIL OUTLETS.

INTRODUCE BROADER RANGE OF CANADIAN FOOD AND
GROCERY PRODUCTS TO MALAYSIA AND INCREASE
TOTAL EXPORTS TO THIS MARKET.

DIRECT FOLLOW UP WITH DEPT OF VETERINARY SRVCS & LEADING PRIVATE
FARMERS TO PROMOTE TECHNICAL COLLABORATION & SALES RELATED TO
BREEDING STOCK, ARTIFICIAL INSEMINATION, EMBRYO TRANSFER, GENETIC
RESEARCH & RELATED ACTIVITIES.

NEW SALES OF SWINE, SWINE BREEDING STOCK,
POULTRY BREEDING STOCK, FROZEN SEMEN AND
POSSIBLY LIQUID OR FROZEN EMBRYO.

FOSTER DISSEMINATION OF INFORMATION TO DEPT OF AGRIC, MLSIAN
AGRIC RESEARCH & DEVELOPMENT INSTITUTE, UNIVERSITI PERTANIAN MAL-
AYSIA, ETC ON RANGE OF CDN TECHNOLOGY ADVANCES AND AVAILABLE
UNIV. ED AND TRAINING PROGRAMS IN THE AGRIC. SECTOR.

INCREASED FLOW OF INFORMATION ON CANADIAN
EXPERTISE IN THE AGRICULTURAL FIELD. STUDENTS
DIRECTED TO CDN INSTITUTION TO MEET GROWING
TRAINING NEEDS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROMOTION OF BREEDING SWINE.

ADSGO TRADING VISITED SEVERAL MALAYSIAN PIG
FARMS TO PROMOTE CDN BREEDING SWINE. CDN GOVT
SPONSORED INCOMING SWINE BUYERS MISSION JUNE 12-
15/87 RESULTING IN MALAYSIAN PURCHASES VALUED AT
US \$52,435.

QUARTER: 1 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.

QUARTER: 1 PROMOTION OF CANADIAN PROCESSED FOODS AND
GROCERY PRODUCTS.

3 MALAY. CO'S PARTICIPATED AT HONG KONG FOOD &
BEVER/87 & KEEN TO BUY RANGE OF FOOD PROD. POK
BROS NEGOCIATING PURCHASE OF PROCESSED CHEESE &
COLD STORAGE. BHD INTERESTED IN STAGING 'CDN
FOOD FAIR' IN THEIR SUPERMARKET CHAIN.