REPORT 4 87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

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AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 657-KINGSTON

001-AGRI & FOOD PRODUCTS & SERVICE JAMAICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

MARKET SURVEY WITH PARTICULAR EMPHASIS ON HOSPITALITY INDUSTRY TO BE CIRCULATED 11/86.

DIRECT CONTACT WITH CANADIAN FIRMS TO ENCOURAGE THEM TO VISIT IMPORTERS IDENTIFIED BY HISH COMMISSION.

AT LEAST 5 EXPORTERS TO PARTICIPATE IN 5/87 SOLO SHOW IN KINGSTON.

THREE INCOMING BUYERS TO BE SELECTED TO VISIT CANADA.

ANTICIPATED RESULTS:

INITIAL CONTACTS BETWEEN AT LEAST THREE CANADIAN SUPPLIERS AND LOCAL AGENTS/ DISTRIBUTORS.

THREE NEW AGENCY AGREEMENTS, FIRST YEAR SALES OF \$1.0 MILLION.

MINIMUM THREE NEW AGENCY AGREEMENT, FIRST YEAR SALES OF \$500,000.

MINIMUM 3 NEW AGENCY AGREEMENTS WITH FIRST YEAR SALES OF \$500,000.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 DIRECT CONTACT WITH CANADIAN FIRMS TO ENCOURAGE THEM TO VISIT MARKET.

QUARTER: 2 -----QUARTER: 3 ----QUARTER: 4 ---- QUARTERLY RESULTS REPORTED:

ARRANGED FOR LABATT INT'L TO ACT AS SPONSOR FOR AIR CANADA'S 50TH ANNIVERSARY CELEBRATIONS LO-CALLY AS RESULT LABATT HAS RECEIVED INITIAL OR-DER FROM NEW AGENT FOR SEVERAL BEVERAGE PRODUCTS