

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

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POST : 502-HONG KONG

001-AGRI & FOOD PRODUCTS & SERVICE  
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOOD & BEVERAGE CANADA - MARCH 87

C\$10,000,000

CANADIAN FOOD WEEK AT MAXIM'S RESTAURANT

C\$300,000

IN-STORE PROMOTION (DAH CHONG HONG LTD) - NOV 86

C\$300,000

BASED ON RESULT OF THE FOOD & BEVERAGE CANADA '87, IF SUCCESSFUL,  
WILL PLAN SAME TYPE OF SHOW IN 1988

C\$500,000

BEEF PROMOTION IN HOTELS

C\$200,000

IN-STORE PROMOTION ON SOME OF THE SUPERMARKET CHAINS

C\$400,000

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 FOOD AND BEVERAGE '87 (MAR. 87) F+B PARTICIPANTS  
TO BE FOLLOWED UP. FOOD AND BEVERAGE '88. FOLLOW  
UP VISITS TO HK BY ALL EXHIBITORS AT F+B '87.  
IN-STORE PROMOTIONS OVER FY87/88.  
BEEF PROMOTIONS IN HOTELS.

COMPLETED. C\$6 M DIRECT SALES. AGENTS FOUND. FOL-  
LOWUP DONE. DEFERRED TO FY88/89. PEMD FOLLOWUP  
SUBSTITUTED. PEMD APPROVED. VISITS EXPECTED OVER  
YEAR. PLANNING UNDERWAY WITH 3 SUPERMARKETS. NTS  
FUNDS APPROVED. ALTA GOVT PLANNING UNDER WAY.

QUARTER: 1 FOOD & BEVERAGE '87 (MAR '87). F+B FOLLOWUP WITH  
PARTICIPANTS. FOOD & BEVERAGE '88. FOLLOWUP VISITS  
TO HK BY ALL EXHIBITORS AT F+B '87. IN-STORE PROM-  
OTIONS OVER FY87/88. FISH PROMOTIONS IN HOTELS.

COMPLETED. C\$6 M DIRECT SALES. AGENTS FOUND. FOL-  
LOWUP DONE. DEFERRED TO FY88/89. PEMD FOLLOWUP S-  
UBSTITUTED. PEMD APPROVED. VISITS EXPECTED OVER Y-  
EAR. PLANNING UNDERWAY WITH 3 SUPERMARKETS. NTS  
FUNDS APPROVED. B.C. GOVT PLANNING UNDERWAY.

QUARTER: 2 FOLLOW UP VISITS TO HK BY ALL EXHIBITORS AT FOOD  
AND BEVERAGE 87.  
BEEF PROMOTION IN HOTELS WITH ALBERTA  
GOVERNMENT.

-INITIATED FOLLOW UP PROCESS WITH OTTAWA AND  
DRIE ROS. NO RESPONSE. -ADVANCED PLANNING STAGES  
WITH DAH CHONG HONG FOR MULTI-EVENT MARCH 88  
PROMOTION. -COMPLETED.

QUARTER: 3 -MAJOR IN-STORE PROMOTIONS.  
-PEMD FOLLOW-UP BY EXHIBITORS AT FOOD/BEVER. '87

-PLANNING/PREP. FOR MAJOR IN-STORE PROMOTION,  
MARCH 88. -NEGO UNDERWAY FOR IN-STORE PROMOTIONS  
IN JAP. DEPT. STORES/RESTAURANTS. -POST INITIA-  
TED PEMD FOLLOW-UP; HAS NOT RESULTED IN APPLICA-  
TIONS TO DRIE RO.

QUARTER: 4 -----