

REPT4D  
90/04/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :512-SINGAPORE

001-AGRI & FOOD PRODUCTS & SERVICE  
SINGAPORE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEEDS & SPECIAL CROPS

FOLLOW UP MKT OPPORT FROM CDN SOYBEAN BOARD MISSION & SEM.  
ENHANCE IMAGE OF RELIABILITY OF CANADIAN PRODUCTS &

STIMULATE IMPROVEMENT IN CDN MARKET SHARE.

DEVELOP A CLOSE RAPPORT W/MAJOR IMPORTERS & TRADING HOUSES  
IMPROVE ACCESS OF CANADIAN PRODUCTS TO LOCAL MARKET AND

ALSO GAIN ACCESS TO INDIA MARKET.

Initiate market study on local industry

To inform & educate interested Cdn cos on local ind. condit.

Pursue agency agreement

To commit local cos to support & distribute Cdn products

Undertake promotional activities

To increase general awareness & mkt share of Cdn products

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Canadian Food Promotional activities planned for  
Meridien Hotel and Jurong Country Club.

New Canadian food products introduced in market.  
Numerous enquiries generated on Canadian food  
and beverage items.

QUARTER: 2 Undertake market study on agrifood product  
sector. Prepared leads on Canadian livestock  
industry.

Study completed and distributed to relevant  
provincial governments and Canadian private  
sector. Resulted in sales of \$0.4 million worth  
of Canadian swine.

QUARTER: 3 Continued to develop closer links with key  
importers of seed, horticulture products and  
meat products.

Distribution rights assigned to fruit importers.  
Initial sale of C\$0.3m. Major soybean importers  
now sourcing mainly from Canada. Successful Cdn  
beef promotion in local restaurant chain with  
sales to date of 9.5 tons.

QUARTER: 4 -----