

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 : 512-SINGAPORE

001-AGRI & FOOD PRODUCTS & SERVICE
SINGAPORE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

HORTICULTURE (FRUIT, VEG, FLOR)

FOLLOW-UP ON OPPORTUNITIES REVEALED IN RECENTLY COMPLETED MARKET SURVEY.

NOTIFY POTENTIAL CANADIAN SUPPLIERS AND INCREASE AWARENESS IN CANADA OF MARKET POTENTIAL IN SINGAPORE.

PRESENTATIONS TO BULK IMPORTERS, DISTRIBUTORS AND MAJOR RETAIL OUTLETS HIGHLIGHTING CANADIAN PRODUCTS.

STIMULATE IMPROVEMENT OF CANADIAN MARKET SHARE IN FY 1987/88 FOR FRESH APPLES AND FROZEN VEGETABLES.

SEEDS & SPECIAL CROPS

CONTINUE TO DEVELOP CLOSER CONTACTS WITH MAJOR IMPORTERS.

IMPROVE ACCESS FOR CANADIAN PRODUCTS TO LOCAL MARKET.

ENHANCE IMAGE OF RELIABILITY OF CANADIAN PRODUCTS THROUGH FOLLOW-UPS WITH PARTIES INVOLVED IN EXISTING CONTRACTS WHERE PRODUCT QUALITY IS A PROBLEM.

AN IMPROVEMENT IN THE IMAGE OF CANADIAN PRODUCTS.

PRESENTATIONS TO BULK IMPORTERS, DISTRIBUTORS AND MAJOR RETAIL OUTLETS.

STIMULATE IMPROVEMENT IN FY 1987/88 OF CDN MARKET SHARE FOR SOYABEANS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 A) TO STIMULATE IMPROVEMENT IN SOYABEAN MARKET SHARE.
B) TO STIMULATE IMPROVEMENT IN MARINE FISH MARKET SHARE.

A) CDN SHARE OF SINGAPORE SOYABEAN MARKET HAS RISEN BY 5 - 10% IN FY TODATE.
B) CDN SHARE OF MARINE FISH MARKET HAS INCREASED BY 20% IN FY TODATE.

QUARTER: 3 -----

QUARTER: 4 PRESENTATIONS TO BULK IMPORTERS, DISTRIBUTORS AND MAJOR RETAIL OUTLETS.

ARRANGED PRODUCT PRESENTATION SEMINAR AND RECEPTION FOR ONTARIO SOYBEAN GROWERS ASSOCIATION.