

REPT4D
89/12/05

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

74

POST :512-SINGAPORE

001-AGRI & FOOD PRODUCTS & SERVICE
SINGAPORE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CONTINUE TO DEVELOP CLOSER CONTACTS W/MAJOR IMPORTERS
STIMULATE IMPROVEMENT OF CANADIAN MARKET SHARE IN THE AREA.

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.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Food promotion - Meridien Hotel, Singapore
Food promotion - Singapore Jurong Country Club

Introduce Canadian seafood and beef products and
Labatt's beer.

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QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----