

REPORT 4
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 502-HONG KONG

001-AGRI & FOOD PRODUCTS & SERVICE
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

FOOD & BEVERAGE CDA MAR 87 PROVED TO BE SUCCESSFUL, WILL RUN AN IN-STORE PROM IN DCH'S FOOD SUPERMARKETS(30-35) FOR 8 WEEKS. ORGANIZING A FORTNIGHT CDN FOOD FEST. IN 4 JAPANESE SUPERMARKETS, 3 HOTELS, 2 WEST. RESTAURANTS, 2 CHINESE REST., 3 PUBS, FAST FOOD OUTLETS

SUPPORT CANADIAN EXPORTERS WHO TOOK PART IN THE FOOD & BEVERAGE CANADA 87 ON A FOLLOW UP TRIP TO HONG KONG UNDER PEMD.

TO ENCOURAGE LOCAL FOOD IMPORTERS TO ATTEND FOOD PACIFIC 88 HELD IN VANCOUVER

SINCE FOOD & BEVERAGE CANADA 87 WAS SO SUCCESSFUL, WE ARE PLANNING TO RUN A SOLO FOOD SHOW IN MARCH, 1989.

ORGANIZE AN IN-STORE PROMOTION IN KEY SUPERMARKET CHAINS IN 1989.

ORGANIZE AND COORDINATE BEEF PROMOTION IN HOTELS, IN COOPERATION WITH ALBERTA.

ANTICIPATED RESULTS:

C\$4, 000, 000

C\$ 500, 000

C\$5, 000, 000

C\$ 500, 000

C\$ 300, 000

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 IN LEAD-UP TO MAJOR IN-STORE PROMOTION, CONTINUED TO GENERATE INTEREST ON CANADIAN SUPPLIERS TO PARTICIPATE IN EVENT.

QUARTER: 1 ACTIVELY PURSUE OPPORTUNITIES FOR CDN. SUPPLIERS AND CULTIVATE LOCAL CONTACTS IN INDUSTRY.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

PLANNED THE PARTICIPATION OF HONG KONG BUYERS IN FOOD PACIFIC IN VANCOUVER. OBTAINED RESULTS FROM FOOD RETAILER DCH ON MARCH PROMOTION - \$ 5 MILLION CDN. FOOD BOUGHT.

BRANCH OFFICE ESTABLISHED OF CDN. RESTAURANT EQPT. MFTR. C\$1.8 MN SALES TO DATE. DISTRIBUTOR AGREEMENT SIGNED C\$20, 000 SALES TO DATE.