

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 :511-KUALA LUMPUR

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

FOLLOW-UP W/COLD STOR BHD TO IDENT BETTER SUCCESSFUL PROD
FIRMLY ESTABLISH NEW LOCAL MARKET FOR 3 CANADIAN FOOD PRO-

DUCTS.

LIAISE W/DEPT OF VETER SERV TO LAUNCH COOP LIVESTOCK VENTURE
ESTABLISH WORK PRGM & INITIATE ACTIVITIES TO DEVELOP CROSS

BREED FOR TROPICS

CONTINUOUS PROMOTION OF CANADIAN BREEDING LIVESTOCK
INCREASE CDN MARKET SHARE BY 10%. ESTABLISH INTEREST IN CDN

SHEEP STRAINS.

PROM CDN UNIV & TECHN TRAINING PROG W/AGRICULTURAL SECTOR
IDENTIFY PRIORITY MLSIAN TRAINING NEEDS FOR RECRUITMENT

ASSIST AB GOVT IN FOOD PROM PLANNED W/YAOHAN SUPERMARKET
EXPAND CDN SALES. ESTABLISH CDN PROFILE WITH 2ND MAJOR SU-

PERMARKET CHAIN.

IN CONSULT W/IMPORTER DEV LIST OF MARKETABLE CDN FOOD PROD.
ALERT CDN COS TO NEW SALES OPPTS. INTRO BROADER RANGE OF CDN

FOOD PRODUCTS

ASSESS MKT FOR CDN FEED INGREDIENTS & DEVELOP ENTRY STRATEGY
INTRODUCE CDN BARLEY, CANOLA MEAL AND OTHER FEED INGREDIENTS

TO MLSIA

MEET W/MLSIAN COS TO PROM SOURC OF CDN AGRIC EQP/TECH & SERV
DEMONSTRATE APPLICATIONS OF CDN HIGH TECH TO AGRIC SECTOR

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Introduce new Canadian food products;market Cdn
feed ingredients;support Cdn Wheat Board
marketing program

Five new companies introduced to local
distributors;three Mlsian coys participating
in Ginseng Mission to Cda;3 participants
sponsored for CIGI course;Cdn wheat sales reach
record level of \$16.2 mn during Jan-Apr

QUARTER: 2 Incoming Ginseng Mission; invite representatives
to CIGI course; preparation of Canadian Wheat
Board Report on Grains & Oilseeds.

3 participants attended Ginseng mission;
purchases anticipated after harvest;3
participants from flour mills attended CIGI
course.

QUARTER: 3 Planning for Ontario Primary Agriculture
mission; invitations to Department of Veterinary
Services to approve abattoirs in Canada for
halal slaughter; follow-up on ginseng mission.

5 companies to participate in Ontario Primary
Agriculture Mission; return trip to Canada of
ginseng buyer with confirmed sales of C\$109,000;
Sr. officials at both Dept of Vet Services and
Islamic Centre agreed to visit Cdn abattoirs.