

REPORT 4
89/10/10

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

002-FISHERIES,SEA PRODUCTS & SERV.
HONG KONG

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

FOOD PROMOTION IN DAH CHONG HONG MARCH THIS YEAR PROVED SUCCESS- C\$2,000,000
FUL. WILL RUN ANOTHER FOOD PROMOTION IN DAH CHONG HONG'S FOOD
SUPERMARKETS (30-35) IN 1988 FOR 8 WEEKS.

FOOD PROMOTION 88 - STARTING MARCH 1,1988,4 JAPANESE SUPERMARKETS C\$ 300,000
,3 HOTELS,2 CHINESE RESTAURANTS,2 WESTERN RESTAURANTS,2 JAPANESE
RESTAURANTS,3 PUBS & FAST FOOD OUTLETS TO RUN A FORTNIGHT CDN
FOOD FEST. DURING SAME PERIOD.

TO ENCOURAGE LOCAL FOOD IMPORTERS TO ATTEND FOOD PACIFIC 88 HELD
IN VANCOUVER ON THEIR OWN EXPENSES.

FOOD & BEVERAGE CANADA 87 PROVED SUCCESSFUL. WE PLAN TO HAVE C\$3,000,000
ANOTHER FOOD FESTIVAL IN 1989.

ORGANIZE AN IN-STORE PROMOTION IN KEY SUPERMARKET CHAINS. C\$ 400,000

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 Preparations for participation in HOFEX, major
food and beverage trade fair.

Preparations finalized and 8 Canadian partici-
pants confirmed (7 companies and 1 Prov govt).