

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 :511-KUALA LUMPUR

001-AGRI & FOOD PRODUCTS & SERVICE
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

ACTIVE FOLLOW-UP WITH MEMBERS OF MALAYSIAN LIVESTOCK MISSION.
ON-GOING SUPPORT FOR TECHNICAL COLLABORATION WITH LIVESTOCK
AUTHORITY & INDUSTRY ASSOC.& PROM OF BREEDING STOCK

20%INCREASE IN SALES OF SWINE BREEDING STOCK.
ESTABLISH CDN REPUTATION AS LEADER IN GENERIC
ENGINEERING & EXPAND INSTITUTIONAL CO-OP

FOLLOW UP WITH MALAYSIAN PARTICIPANTS IN ASEAN FOOD PACKAGING
TOUR & CDN COS THEY MET.

INCREASE AWARENESS OF CDN CAPABILITY IN THIS
SECTOR & EVENTUALLY ESTABLISH CDN PRESENCE IN
MALAYSIAN MARKET.

CONTINUE TO PROMOTE CDN FEED INGREDIENTS WITH LOCAL FEEDMILLERS

GAIN GREATER ACCEPTANCE OF CDN FEED
FORMULATIONS & IMPROVE SALES PERFORMANCE

HOLD "CANADA FOOD FAIR"IN CO-OPERATION WITH LEADING SUPERMARKET
CHAIN TO PROMOTE A WIDE VARIETY OF CDN FOODS.

HEIGHTEN AWARENESS OF CDN FOOD PRODUCTS.
IDENTIFY
NEW LOCAL DISTRIBUTORS TO HANDLE CDN FOOD
PRODUCTS & THUS INCREASE SALES

PROMOTE AVAILABLE CDN UNIVERSITY & TECHNICAL TRAINING PROGRAMS
IN AGRICULTURE SECTOR

INCREASE NO. OF GOVT. SPONSORED STUDENTS
ATTENDING
CDN UNIVERSITIES. IDENTIFY PRIORITY AGRICULT
TRAINING NEEDS & ALERT CDN INDUSTRY.

MEET WITH PRINCIPAL MALAYSIAN PLANTATION COS TO PROMOTE SOURCING
OF CDN AGRICULTURE EQPT.,TECHNOLOGY & SERVICES.

DEMONSTRATE APPLICATIONS OF CDN HIGH TECH
TO AGRICULTURE SECTOR PROMOTE HERBICIDES,
PESTICIDES AND SPRAYED EQUIPMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SUPPORT GREATER TECHNICAL COLLABORATION WITH
LIVESTOCK AUTHORITY AND PROMOTE NEW SALES OF
BREEDING STOCK;IMPLEMENT PLAN TO MARKET CDN FOOD
PRODUCTS.

TECHNICAL DAIRY SEMINAR TO BE HELD IN KL IN OCT.
VISIT OF LEONG SIN NAM FARM TO MTL LED TO PUR-
CHASE OF \$40,000 OF BREEDING SWINE. CDN SWINE
SEMINAR PLANNED FOR JAN'89;CDA FOOD FAIR SET FOR
FEB & IN STORE PROMOTION PLANNED WITH LARGEST

QUARTER: 2 -----

QUARTER: 3 Encourage technical collaboration in livestock
sector; promote livestock sales; organize Cana-
dian food and beverage promotion.

Agcda dairy seminar well attended;CLEA & Mlsian
Vet Dept established joint proj to develop trop-
ical breed;Cdn swine & sold exhibited at Mlsian
Barrow show;Cdn chef & wine consultant to parti-
cipate in food & beverage promotion