

Action Plan

The objectives of the Action Plan in this sector are to:

- organize a cross-Canada tour of Chinese agri-food specialists early in 1997;
- negotiate quarantine protocols for seed potatoes and meats by the summer of 1997;
- provide training for Chinese officials through specialized seminars on technical issues such as tariff rate quotas;
- develop a more business-oriented agenda and work plan for the 1997 meeting of the Canada-China Joint Agricultural Committee;
- advocate greater transparency (e.g., on quotas) and lower tariffs on products such as malt, canola and other agricultural and seafood products;
- preserve and expand Canada's large markets for soybeans, tobacco and ginseng in Hong Kong, while also advocating Canadian capabilities in non-conventional niche markets such as meat;
- co-ordinate the ongoing "Canada's Food: Blessed by Nature" marketing campaign in selected cities. This promotion was launched in Hong Kong and Guangzhou in September 1996 and will now feature an expanded focus on seafood, improved market information profiles and advice for participating exporters;
- co-ordinate the Canadian national stand at regional exhibitions such as the exhibition of food products and beverages, hotel and restaurant equipment and supplies (HOFEX) in Hong Kong, as part of the continuing "Canada's Food: Blessed by Nature" marketing campaign;
- co-ordinate the "Chinese Chefs" Canadian cuisine competition in Hong Kong at HOFEX and selected restaurant and retail promotional events in the first half of 1997;
- support Canada Pork International and Canada Beef seminars in Hong Kong in February and April 1997 respectively, and a beef buyers' mission to Canada in March 1997; and
- attract local buyers in Hong Kong and Guangzhou to networking events such as the Canadian Fine Food Show in Toronto in May 1997 and other industry shows and conventions.