REPT4D 90/01/23

PLANNING:

## 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 : 502-HONG KONG

001-AGRI & FOOD PRODUCTS & SERVICE

ANTICIPATED RESULTS:

INCOMING BUYING MISSION FOR REPRESENTATIVES OF PARK N SHOP, C\$1,000,000

ACTIVITIES PROPOSED IN POST PLAN:

INCOMING BUYING MISSION FRO REPRESENTATIVES OF PARK N SHOP, C\$1,000,000

FOOD HANDLING, PROCESSING EQUIP

PREPARATION FOR HOFEX'89.

## TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 Promote food and beverage sectors through missions and food promotions. Major instore food promotion at over 35 food out lets and 17 restaurants.

QUARTER: 2 In store food promotion with Park N Shop in 131 supermarkets and food tastings in 40 of the stores.

QUARTER: 3 -----

QUARTER: 4 -----

## QUARTERLY RESULTS REPORTED:

Two buyers from major food supermarket visited Canada on food buying exercise - C\$50,000 bought Food tasting took place with major retail outlet in preparation for food promotion in Sept/Oct 89 Over C\$10 million Cdn food bought for food promo

Approximately \$3 million of Cdn food products was purchased for this promotion.