

REPORT 4  
88/10/21

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 : 512-SINGAPORE

001-AGRI & FOOD PRODUCTS & SERVICE  
SINGAPORE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

HORTICULTURE (FRUIT, VEG, FLOR)

CONTINUE TO DEVELOP CLOSER CONTACTS WITH MAJOR IMPORTERS.

AN IMPROVEMENT IN THE IMAGE OF CANADIAN PRODUCTS IN THE MARKET.

PRESENTATIONS TO BULK IMPORTERS, DISTRIBUTORS AND MAJOR RETAIL OUTLETS HIGHLIGHTING CANADIAN PRODUCTS.

STIMULATE IMPROVEMENT OF CANADIAN MARKET SHARE IN FY 1988/89 FOR FRESH APPLES AND FROZEN VEGETABLES.

SEEDS & SPECIAL CROPS

CONTINUE TO DEVELOP A CLOSER RAPPORT WITH MAJOR IMPORTERS AS WELL AS CHINA/SINGAPORE TRADING HOUSES.

IMPROVE ACCESS FOR CANADIAN PRODUCTS TO LOCAL MARKET AND ALSO GAIN ACCESS TO THE CHINESE AND INDIAN MARKETS.

ENHANCE IMAGE OF RELIABILITY OF CANADIAN PRODUCTS THROUGH FOLLOW-UPS WITH PARTIES INVOLVED IN EXISTING CONTRACTS WHERE PRODUCT QUALITY AND DELIVERY TIMES ARE A PROBLEM.

AN IMPROVEMENT IN THE IMAGE OF CANADIAN PRODUCTS.

PRESENTATIONS TO BULK IMPORTERS, DISTRIBUTORS AND MAJOR RETAIL OUTLETS.

STIMULATE AN IMPROVEMENT OF CANADIAN MARKET SHARE FOR SOYBEANS, RAPESEED AND MUSTARD SEED

ALL SUB-SECTORS

CONTINUE TO IDENTIFY JOINT-VENTURE PARTNERS OR LICENSEES WITH THE POTENTIAL TO UTILISE CANADIAN ENGINEERING DESIGN EXPERTISE.

AN INCREASE IN MARKET PENETRATION FOR CANADIAN DESIGNED EQUIPMENT.

ENCOURAGE RELEVANT CONTACTS TO VISIT MAJOR CANADIAN OIL AND GAS EXHIBITIONS.

AN INCREASED IN THE NUMBER OF CANADIAN COMPANIES REPRESENTED IN SINGAPORE.

MEET WITH LOCAL COMPANIES ACTIVELY PURSUING MAJOR PROJECTS IN ASIA AND ENSURE THAT THEY ARE OF CANADIAN EXPERTISE.

AN INCREASED IN ASIAN MARKET PENETRATION IN CONJUNCTION WITH SINGAPORE COMPANIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----