QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 502-HONG KONG

001-AGRI & FOOD PRODUCTS & SERVICE
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
ALL SUB-SECTORS	
FOOD & BEVERAGE CANADA - MARCH 87	C$10,000,000
CANADIAN FOOD WEEK AT MAXIM'S RESTAURANT	C$300,000
IN-STORE PROMOTION(DAH CHONG HONG LTD)-NOV 86	C$300,000
BASED ON RESULT OF THE FOOD & BEVERAGE CANADA'87, IF SUCCESSFULL, WILL PLAN SAME TYPE OF SHOW IN 1988	C$500,000
BEEF PROMOTION IN HOTELS	C$200,000
IN-STORE PROMOTION ON SOME OF THE SUPERMARKET CHAINS	C$400,000

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	FOOD AND BEVERAGE '87 (MAR.87) F+B PARTICIPANTS TO BE FOLLOWED UP. FOOD AND BEVERAGE '88. FOLLOW UP VISITS TO HK BY ALL EXHIBITORS AT F+B'87. INSTORE PROMOTIONS OVER FY87/88. BEEF PROMOTIONS IN HOTELS.	COMPLETED.C$6 M DIRECT SALES. AGENTS FOUND. FOLLOWUP DONE. DEFERRED TO FY88/89. PEMD FOLLOWUP SUBSTITUTED.PEMD APPROVED.VISITS EXPECTED OVER YEAR.PLANNING UNDERWEAY WITH 3 SUPERMARKETS.NTS FUNDS APPROVED. ALTA GOVT PLANNING UNDER WAY.
QUARTER: 1	FOOD & BEVERAGE '87 (MAR'87). F+B FOLLOWUP WITH PARTICIPANTS.FOOD & BEVERAGE '88.FOLLOWUP VISITS TO HK BY ALL EXHIBITORS AT F+B '87.INSTORE PROMOTIONS OVER FY87/88.FISH PROMOTIONS IN HOTELS.	COMPLETED. C$6 M DIRECT SALES. AGENTS FOUND.FOLLOWUP DONE.DEFERRED TO FY88/89. PEMD FOLLOWUP SUBSTITUTED.PEMD APPROVED.VISITS EXPECTED OVER YEAR. PLANNING UNDERWAY WITH 3 SUPERMARKETS, NTS FUNDS APPROVED. B.C. GOVT PLANNING UNDERWAY.
QUARTER: 2	FOLLOW UP VISITS TO HK BY ALL EXHIBITORS AT FOOD AND BEVERAGE 87. BEEF PROMOTION IN HOTELS WITH ALBERTA GOVERNMENT.	-INITIATED FOLLOW UP PROCESS WITH OTTAWA AND DRIE ROS. NO RESPONSE. -ADVANCED PLANNING STAGES WITH DAH CHONG HONG FOR MULTI-EVENT MARCH 88 PROMOTION. -COMPLETED.
QUARTER: 3	-----	
QUARTER: 4	-----	