

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 :503-MANILA

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
PHILIPPINES

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

MAINTAIN CLOSE CONTACT WITH SWINE & DAIRY BREEDERS TO ENCOUR
POSSIBLE INCREASE IN SALE OF ANIMAL BREEDING STOCK FROM 300 TO 500 HEAD PER YEAR.

DEVELOP RELATIONSHIP WITH PROCESSED FOOD IMPORTERS MARKET.
INTRODUCTION OF CANADIAN PROCESSED FOOD PRODUCTS IN THE

MONITOR GOVT POLICY ON FRUIT IMPORTATION
INCREASE IMPORTATION OF CANADIAN FRUITS.

ASSIST CIDA IN COMMODITY GRANT ON POTASH/UREA

CANADIAN FOOD AND BEVERAGE SHOW '89 MARKET SHARE.
INCREASED AWARENESS OF CANADIAN PROCESSED FOOD FOR POSSIBLE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Follow-up on jv opportunities fm Feb investment mission. Maintain contact with trade and alert Cdn cos to opportunities. Gather info on processed food mkt and Cdn cos active in region in prep for Oct food and beverage show.

Assisted in new buying arrangements for 7 Cdn processed food suppliers. Completed article on Phil agri-food market opportunities for publication in Canada.

QUARTER: 2 RESEARCH PHIL MARKET FOR PROCESSED FOODS AND BEVERAGES, AND CDN COMPANIES COMPETITIVE IN PACIFIC RIM, IN PREPARATION FOR PLANNED FOOD PROMOTION.

AS RESULT OF POST ENCOURAGEMENT, LOCAL IMPORTER OF CDN CANNED FISH PRODUCTS VISITED CDA AND HAS PLACED TRIAL ORDERS WITH 5 ADDITIONAL CDN COS.

QUARTER: 3 IDENTIFY AND INVITE CDN FOOD EXPORTERS TO PARTICIPATE CDN SOLO FOOD EXHIBITION. ORGANIZE FOOD SHOW AND CDN PARTICIPATION IN INTERNATIONAL BAZAAR.

IDENTIFIED AND INVITED 50 CDN COS TO PARTICIPATE IN FOOD SHOW -20 COS PARTICIPATED THROUGH AGENTS OR PROVIDED SAMPLES. IDENTIFIED AND INVITED OVER 1000 LOCAL IMPORTERS AND BUYERS- 400 ATTENDED. INCREASED AWARENESS OF CDN FOOD AND BEV PRODS.

QUARTER: 4 Follow up results of November 89 Food and beverage show. Promote Canadian food companies to local importers.

Sent a total of 380 letters to companies that attended the Food Show and answered their inquiries on possible Canadian suppliers of various food products. Referred 3 Cdn cos to local importers.