

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 : 511-KUALA LUMPUR

001-AGRI & FOOD PRODUCTS & SERVICE  
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

WORK WITH PRINCIPAL CDN APPLE SUPPLIERS AND MALAYSIAN IMPORTERS/  
BROKERS TO ADDRESS PROBLEMS MITIGATING AGAINST INCREASED SALES.

IMPROVE QUALITY AND PACKAGING OF CANADIAN  
PRODUCT. INCREASE CANADIAN SHARE OF MALAYSIAN  
APPLE MARKET.

TOGETHER WITH CIGI, ORGANIZE ANIMAL FEED SEMINAR FOR FEED MILLERS  
ON THE USE AND FEED FORMULATION OF CANADIAN BARLEY, CANOLA MEAL  
AND DEHYDRATED ALFALFA, PRESENTLY NOT IN USE LOCALLY.

INCREASE SALE OF FEED INGREDIENTS TO MALAYSIA

UNDERTAKE MARKETING PROGRAM OF CANADIAN PROCESSED FOODS AND  
GROCERY PRODUCTS WITH BULK IMPORTERS, WHOLESALERS AND MAJOR  
RETAIL OUTLETS.

INTRODUCE BROADER RANGE OF CANADIAN FOOD AND  
GROCERY PRODUCTS TO MALAYSIA AND INCREASE  
TOTAL EXPORTS TO THIS MARKET.

DIRECT FOLLOW UP WITH DEPT OF VETERINARY SRVCS & LEADING PRIVATE  
FARMERS TO PROMOTE TECHNICAL COLLABORATION & SALES RELATED TO  
BREEDING STOCK, ARTIFICIAL INSEMINATION, EMBRYO TRANSFER, GENETIC  
RESEARCH & RELATED ACTIVITIES.

NEW SALES OF SWINE, SWINE BREEDING STOCK,  
POULTRY BREEDING STOCK, FROZEN SEMEN AND  
POSSIBLY LIQUID OR FROZEN EMBRYO.

FOSTER DISSEMINATION OF INFORMATION TO DEPT OF AGRIC, MLSIAN  
AGRIC RESEARCH & DEVELOPMENT INSTITUTE, UNIVERSITI PERTANIAN MAL-  
AYSIA, ETC ON RANGE OF CDN TECHNOLOGY ADVANCES AND AVAILABLE  
UNIV. ED AND TRAINING PROGRAMS IN THE AGRIC. SECTOR.

INCREASED FLOW OF INFORMATION ON CANADIAN  
EXPERTISE IN THE AGRICULTURAL FIELD. STUDENTS  
DIRECTED TO CDN INSTITUTION TO MEET GROWING  
TRAINING NEEDS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROMOTION OF BREEDING SWINE.

ADSGO TRADING VISITED SEVERAL MALAYSIAN PIG  
FARMS TO PROMOTE CDN BREEDING SWINE. CDN GOVT  
SPONSORED INCOMING SWINE BUYERS MISSION JUNE 12-  
15/87 RESULTING IN MALAYSIAN PURCHASES VALUED AT  
US \$52,435.

QUARTER: 1 PROMOTION OF CANADIAN FEED INGREDIENTS.

VISIT BY DR EMANUELLE OF AGRIC/CDA STIMULATED  
INTEREST IN SOURCING CDN FEED INGREDIENTS. XCAN  
FAR EAST (TORONTO) FOLLOWED UP SHORTLY AFTER AND  
HAVE IDENTIFIED CLIENTS WITH GOOD POTENTIAL.

QUARTER: 1 PROMOTION OF CANADIAN PROCESSED FOODS AND  
GROCERY PRODUCTS.

3 MALAY. CO'S PARTICIPATED AT HONG KONG FOOD &  
BEVER/87 & KEEN TO BUY RANGE OF FOOD PROD. POK  
BROS NEGOCIATING PURCHASE OF PROCESSED CHEESE &  
COLD STORAGE. BHD INTERESTED IN STAGING 'CDN  
FOOD FAIR' IN THEIR SUPERMARKET CHAIN.