

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 :512-SINGAPORE

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
SINGAPORE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:SEEDS & SPECIAL CROPS

FOLLOW UP MKT OPPORT FROM CDN SOYBEAN BOARD MISSION & SEM.
ENHANCE IMAGE OF RELIABILITY OF CANADIAN PRODUCTS &

STIMULATE IMPROVEMENT IN CDN MARKET SHARE.

DEVELOP A CLOSE RAPPORT W/MAJOR IMPORTERS & TRADING HOUSES
IMPROVE ACCESS OF CANADIAN PRODUCTS TO LOCAL MARKET AND

ALSO GAIN ACCESS TO INDIA MARKET.

Initiate market study on local industry

To inform & educate interested Cdn cos on local ind. condit.

Pursue agency agreement

To commit local cos to support & distribute Cdn products

Undertake promotional activities

To increase general awareness & mkt share of Cdn products

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Canadian Food Promotional activities planned for
Meridien Hotel and Jurong Country Club.

New Canadian food products introduced in market.
Numerous enquiries generated on Canadian food
and beverage items.

QUARTER: 2 Undertake market study on agrifood product
sector. Prepared leads on Canadian livestock
industry.

Study completed and distributed to relevant
provincial governments and Canadian private
sector. Resulted in sales of \$0.4 million worth
of Canadian swine.

QUARTER: 3 Continued to develop closer links with key
importers of seed, horticulture products and
meat products.

Distribution rights assigned to fruit importers.
Initial sale of C\$0.3m. Major soybean importers
now sourcing mainly from Canada. Successful Cdn
beef promotion in local restaurant chain with
sales to date of 9.5 tons.

QUARTER: 4 Continue to develop rapport with local importers
and expand Canadian presence in region through
increased exports and agency agreements.

Maintained key support from local importers.
Agency agreements signed for Vancouver Fancy
Meats and Canadian product lines.