REPT4D
90/01/23

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 :502-HONG KONG

001-AGRI & FOOD PRODUCTS & SERVICE
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

INCOMING BUYING MISSION FOR REPRESENTATIVES OF PARK N SHOP, C$1,000,000

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FOOD HANDLING,PROCESSING EQUIP

PREPARATION FOR HOFEX'89.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Promote food and beverage sectors through missions and food promotions.
Major instore food promotion at over 35 food out lets and 17 restaurants.

Two buyers from major food supermarket visited Canada on food buying exercise - C$50,000 bought
Food tasting took place with major retail outlet in preparation for food promotion in Sept/Oct 89
Over C$10 million Cdn food bought for food promo

QUARTER: 2 In store food promotion with Park N Shop in 131 supermarkets and food tastings in 40 of the stores.

Approximately $3 million of Cdn food products was purchased for this promotion.

QUARTER: 3 -----

QUARTER: 4 -----