

REPT4D  
90/04/05

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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C\$1,000,000

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 In-store food promotion with Yaohan Dept Stores.

Approx. \$100,000 product sold.

QUARTER: 4 -----