

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
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

ACTIVE FOLLOW-UP WITH MEMBERS OF MALAYSIAN LIVESTOCK MISSION.  
ON-GOING SUPPORT FOR TECHNICAL COLLABORATION WITH LIVESTOCK  
AUTHORITY & INDUSTRY ASSOC.& PROM OF BREEDING STOCK

20%INCREASE IN SALES OF SWINE BREEDING STOCK.  
ESTABLISH CDN REPUTATION AS LEADER IN GENERIC  
ENGINEERING & EXPAND INSTITUTIONAL CO-OP

FOLLOW UP WITH MALAYSIAN PARTICIPANTS IN ASEAN FOOD PACKAGING  
TOUR & CDN COS THEY MET.

INCREASE AWARENESS OF CDN CAPABILITY IN THIS  
SECTOR & EVENTUALLY ESTABLISH CDN PRESENCE IN  
MALAYSIAN MARKET.

CONTINUE TO PROMOTE CDN FEED INGREDIENTS WITH LOCAL FEEDMILLERS

GAIN GREATER ACCEPTANCE OF CDN FEED  
FORMULATIONS & IMPROVE SALES PERFORMANCE

HOLD "CANADA FOOD FAIR"IN CO-OPERATION WITH LEADING SUPERMARKET  
CHAIN TO PROMOTE A WIDE VARIETY OF CDN FOODS.

HEIGHTEN AWARENESS OF CDN FOOD PRODUCTS.  
IDENTIFY  
NEW LOCAL DISTRIBUTORS TO HANDLE CDN FOOD  
PRODUCTS & THUS INCREASE SALES

PROMOTE AVAILABLE CDN UNIVERSITY & TECHNICAL TRAINING PROGRAMS  
IN AGRICULTURE SECTOR

INCREASE NO. OF GOVT. SPONSORED STUDENTS  
ATTENDING  
CDN UNIVERSITIES. IDENTIFY PRIORITY AGRICULT  
TRAINING NEEDS & ALERT CDN INDUSTRY.

MEET WITH PRINCIPAL MALAYSIAN PLANTATION COS TO PROMOTE SOURCING  
OF CDN AGRICULTURE EQPT.,TECHNOLOGY & SERVICES.

DEMONSTRATE APPLICATIONS OF CDN HIGH TECH  
TO AGRICULTURE SECTOR PROMOTE HERBICIDES,  
PESTICIDES AND SPRAYED EQUIPMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SUPPORT GREATER TECHNICAL COLLABORATION WITH  
LIVESTOCK AUTHORITY AND PROMOTE NEW SALES OF  
BREEDING STOCK;IMPLEMENT PLAN TO MARKET CDN FOOD  
PRODUCTS.

TECHNICAL DAIRY SEMINAR TO BE HELD IN KL IN OCT.  
VISIT OF LEONG SIN NAM FARM TO MTL LED TO PUR-  
CHASE OF \$40,000 OF BREEDING SWINE. CDN SWINE  
SEMINAR PLANNED FOR JAN'89;CDA FOOD FAIR SET FOR  
FEB & IN STORE PROMOTION PLANNED WITH LARGEST

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----