

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 :503-MANILA

001-AGRI & FOOD PRODUCTS & SERVICE
PHILIPPINES

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

MAINTAIN CLOSE CONTACT WITH SWINE & DAIRY BREEDERS TO ENCOUR
POSSIBLE INCREASE IN SALE OF ANIMAL BREEDING STOCK FROM

300 TO 500 HEAD PER YEAR.

DEVELOP RELATIONSHIP WITH PROCESSED FOOD IMPORTERS
INTRODUCTION OF CANADIAN PROCESSED FOOD PRODUCTS IN THE

MARKET.

MONITOR GOVT POLICY ON FRUIT IMPORTATION
INCREASE IMPORTATION OF CANADIAN FRUITS.

ASSIST CIDA IN COMMODITY GRANT ON POTASH/UREA

CANADIAN FOOD AND BEVERAGE SHOW '89
INCREASED AWARENESS OF CANADIAN PROCESSED FOOD FOR POSSIBLE

MARKET SHARE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: -

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Follow-up on jv opportunities fm Feb investment
mission. Maintain contact with trade and alert
Cdn cos to opportunities. Gather info on process
ed food mkt and Cdn cos active in region in prep
for Oct food and beverage show.

Assisted in new buying arrangements for 7 Cdn
processed food suppliers. Completed article on
Phil agri-food market opportunities for publica-
tion in Canada.

QUARTER: 2 RESEARCH PHIL MARKET FOR PROCESSED FOODS AND
BEVERAGES, AND CDN COMPANIES COMPETITIVE IN
PACIFIC RIM, IN PREPARATION FOR PLANNED FOOD
PROMOTION.

AS RESULT OF POST ENCOURAGEMENT, LOCAL IMPORTER
OF CDN CANNED FISH PRODUCTS VISITED CDA AND HAS
PLACED TRIAL ORDERS WITH 5 ADDITIONAL CDN COS.

QUARTER: 3 IDENTIFY AND INVITE CDN FOOD EXPORTERS TO PART-
ICIPATE CDN SOLO FOOD EXHIBITION. ORGANIZE FOOD
SHOW AND CDN PARTICIPATION IN INTERNATIONAL
BAZAAR.

IDENTIFIED AND INVITED 50 CDN COS TO PARTICIPATE
IN FOOD SHOW -20 COS PARTICIPATED THROUGH AGENTS
OR PROVIDED SAMPLES. IDENTIFIED AND INVITED OVER
1000 LOCAL IMPORTERS AND BUYERS- 400 ATTENDED.
INCREASED AWARENESS OF CDN FOOD AND BEV PRODS.

QUARTER: 4 -----