

REPORT 4  
89/10/10

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 :502-HONG KONG

001-AGRI & FOOD PRODUCTS & SERVICE  
HONG KONG

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOOD & BEVERAGE CDA MAR 87 PROVED TO BE SUCCESSFUL, WILL RUN AN IN-STORE PROM IN DCH'S FOOD SUPERMARKETS(30-35) FOR 8 WEEKS. ORGANIZING A FORTNIGHT CDN FOOD FEST. IN 4 JAPANESE SUPERMARKETS, 3 HOTELS, 2 WEST RESTAURANTS, 2 CHINESE REST., 3 PUBS, FAST FOOD OUTLETS

C\$4,000,000

SUPPORT CANADIAN EXPORTERS WHO TOOK PART IN THE FOOD & BEVERAGE CANADA 87 ON A FOLLOW UP TRIP TO HONG KONG UNDER PEMD.

C\$ 500,000

TO ENCOURAGE LOCAL FOOD IMPORTERS TO ATTEND FOOD PACIFIC 88 HELD IN VANCOUVER

SINCE FOOD & BEVERAGE CANADA 87 WAS SO SUCCESSFUL, WE ARE PLANNING TO RUN A SOLO FOOD SHOW IN MARCH, 1989.

C\$5,000,000

ORGANIZE AN IN-STORE PROMOTION IN KEY SUPERMARKET CHAINS IN 1989.

C\$ 500,000

ORGANIZE AND COORDINATE BEEF PROMOTION IN HOTELS, IN COOPERATION WITH ALBERTA.

C\$ 300,000

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 IN LEAD-UP TO MAJOR IN-STORE PROMOTION, CONTINUED TO GENERATE INTEREST ON CANADIAN SUPPLIERS TO PARTICIPATE IN EVENT.

PLANNED THE PARTICIPATION OF HONG KONG BUYERS IN FOOD PACIFIC IN VANCOUVER. OBTAINED RESULTS FROM FOOD RETAILER DCH ON MARCH PROMOTION - \$ 5 MILLION CDN. FOOD BOUGHT.

QUARTER: 1 ACTIVELY PURSUE OPPORTUNITIES FOR CDN. SUPPLIERS AND CULTIVATE LOCAL CONTACTS IN INDUSTRY.

BRANCH OFFICE ESTABLISHED OF CDN. RESTAURANT EQPT. MFTR. C\$1.8 MN SALES TO DATE. DISTRIBUTOR AGREEMENT SIGNED C\$20,000 SALES TO DATE.

QUARTER: 2 Food Pacific, Vancouver  
Food Buyers Mission - Cross Canada Buying Trip.

4 HK & 1 food journalist attended Food Pacific. All buyers have expressed interest in a variety of Cdn. products & approx. 10 articles written. -Approx. \$1 million in purchase with more to follow.

QUARTER: 3 Preparation for Food & Beverage Canada with local importer/retailer (DCH) to take place in March/April 1989.

Promotion to open March 10th (for 6 week period) with the participation of provinces, contribution \$62,500. - DCH has purchased C\$1.2 million of Canadian food products