

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

LISTED BELOW ARE THE SPECIAL AND/OR UNPLANNED ACTIVITIES
WHICH CONSUMED PROGRAM RESOURCES DURING THE REPORTING PERIOD:

POST :524-DHAKA

Dash-8 (100) demonstration (3 days)

CA\$ 500,000

CA\$ 1,000,000

CA\$ 200,000

CA\$ 300,000

QUARTERLY RESULTS REPORTED:

PLANNED THE PARTICIPATION OF HOME KOREA BUYERS IN
FOOD FACILITATED IN VANCOUVER. OBTAINED RESULTS
FROM HOME RESTAURANT FOR MARCH PROMOTION - 4.2
MILLION CAN. FOOD SALES.

BRANCH OFFICE ESTABLISHED IN CAN. RESTAURANT
BOUT. WTR. CRT. 8 IN SALES TO DATE. DISTRI-
BUTION AGREEMENT SIGNED CA\$2,000 SALES TO DATE.

4. M & I food journalist attended food Pacific
All buyers have expressed interest in a variety
of Can products & agreed to articles written
approx. \$1 million in purchase with more to
follow.

Promotion for home market (October 4 week period)
with the participation of provinces contribution
CA\$ 200,000 - one has produced CA\$ 1.5 million of
Canadian food products

ACTIVITIES UNDERTAKEN IN QUARTER:

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

QUARTER 2 ACTIVELY PURSUE OPPORTUNITIES FOR CAN. SUPPLIERS
AND CULTIVATE LOCAL CONTACTS IN INDUSTRY.

QUARTER 3 Food Pacific, Vancouver
food buyers station - Cross Canada buying trip.

QUARTER 4 Promotion for food & beverage Canada with 100
at International (BCH) to take place in
March/April 1989.

TRACKING:

PLANNING:

ALL SUB-SECTORS

RESTAURANTS

ACTIVITIES PROMOTED IN POST PLAN:

OTHER DATA

ANTICIPATED RESULTS:

RESTAURANTS IN RESTAURANT CATEGORIES:

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