

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

REPORT 4
88/10/21

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

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

CONTINUE TO PROMOTE CDN FEED INGREDIENTS WITH LOCAL FEEDMILLERS

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

PROMOTE AVAILABLE CDN UNIVERSITY & TECHNICAL TRAINING PROGRAMS
IN AGRICULTURE SECTOR

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

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

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

GAIN GREATER ACCEPTANCE OF CDN FEED
FORMULATIONS & IMPROVE SALES PERFORMANCE

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

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

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 -----