

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
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 CANADA - MARCH 87	C\$10,000,000
CANADIAN FOOD WEEK AT MAXIM'S RESTAURANT	C\$300,000
IN-STORE PROMOTION(DAH CHONG HONG LTD)-NOV 86	C\$300,000
BASED ON RESULT OF THE FOOD & BEVERAGE CANADA '87, IF SUCCESSFULL, WILL PLAN SAME TYPE OF SHOW IN 1988	C\$500,000
BEEF PROMOTION IN HOTELS	C\$200,000
IN-STORE PROMOTION ON SOME OF THE SUPERMARKET CHAINS	C\$400,000

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

<p>QUARTER: 1 FOOD AND BEVERAGE '87 (MAR. 87) F+B PARTICIPANTS TO BE FOLLOWED UP. FOOD AND BEVERAGE '88. FOLLOW UP VISITS TO HK BY ALL EXHIBITORS AT F+B '87. INSTORE PROMOTIONS OVER FY87/88. BEEF PROMOTIONS IN HOTELS.</p>	<p>COMPLETED. C\$6 M DIRECT SALES. AGENTS FOUND. FOLLOWUP DONE. DEFERRED TO FY88/89. PEMD FOLLOWUP SUBSTITUTED. PEMD APPROVED. VISITS EXPECTED OVER YEAR. PLANNING UNDERWEAY WITH 3 SUPERMARKETS. NTS FUNDS APPROVED. ALTA GOVT PLANNING UNDER WAY.</p>
<p>QUARTER: 1 FOOD & BEVERAGE '87 (MAR '87). F+B FOLLOWUP WITH PARTICIPANTS. FOOD & BEVERAGE '88. FOLLOWUP VISITS TO HK BY ALL EXHIBITORS AT F+B '87. INSTORE PROMOTIONS OVER FY87/88. FISH PROMOTIONS IN HOTELS.</p>	<p>COMPLETED. C\$6 M DIRECT SALES. AGENTS FOUND. FOLLOWUP DONE. DEFERRED TO FY88/89. PEMD FOLLOWUP SUBSTITUTED. PEMD APPROVED. VISITS EXPECTED OVER YEAR. PLANNING UNDERWAY WITH 3 SUPERMARKETS. NTS FUNDS APPROVED. B.C. GOVT PLANNING UNDERWAY.</p>
<p>QUARTER: 2 FOLLOW UP VISITS TO HK BY ALL EXHIBITORS AT FOOD AND BEVERAGE 87. BEEF PROMOTION IN HOTELS WITH ALBERTA GOVERNMENT.</p>	<p>-INITIATED FOLLOW UP PROCESS WITH OTTAWA AND DRIE ROS. NO RESPONSE. -ADVANCED PLANNING STAGES WITH DAH CHONG HONG FOR MULTI-EVENT MARCH 88 PROMOTION. -COMPLETED.</p>
<p>QUARTER: 3 -MAJOR IN-STORE PROMOTIONS. -PEMD FOLLOW-UP BY EXHIBITORS AT FOOD/BEVER. '87</p>	<p>-PLANNING/PREP. FOR MAJOR IN-STORE PROMOTION, MARCH 88. -NEGO UNDERWAY FOR INSTORE PROMOTIONS IN JAP. DEPT. STORES/RESTAURANTS. -POST INITIATED PEMD FOLLOW-UP; HAS NOT RESULTED IN APPLICATIONS TO DRIE RO.</p>
<p>QUARTER: 4 MAJOR IN-STORE PROMOTION</p>	<p>- PLANNING AND PREPARATION FOR MAJOR IN-STORE PROMOTION; - LAUNCHED IN MARCH IN OVER 30 RETAIL OUTLETS, 2 JAPANESE FOODSTORES, 6 RESTAURANTS AND HOTELS; - ACTIVE PARTICIPATION OF 4 PROVINCES</p>