

REPORT 4B
87/10/28

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 502-HONG KONG

HONG KONG

QUARTER: 1

001-AGRI & FOOD PRODUCTS & SERVICE
FOOD & BEV. '87 (MAR. 87). F+B PARTICIPANTS TO
BE FOLLOWED UP. FOOD & BEV. '88. FOLLOW UP
VISITS TO HK BY ALL EXH. AT F+B 87. INSTORE
PROMOT'NS OVER FY87/88. BEEF PROMOTIONS IN
HOTELS.

COMPLETED. C\$6 MN DIRECT SALES. AGENTS FOUND.
FOLLOW UP DONE. DEFERRED TO FY88/89. PEMD FOL-
LOW UP SUBSTITUTED. PEMD APPROVED. VISITS EX-
PECTED OVER YEAR. PLANNING UNDERWAY WITH 3 SUPER-
MKTS. NTS FUNDS APPROV. ALTA GOVT. PLAN'G UNDERWAY

002-FISHERIES, SEA PRODUCTS & SERV.
FOOD & BEV. '87 (MAR. 87). F+B FOLLOW UP WITH
PARTICIPANTS. FOOD & BEV. '88. FOLLOW UP VISITS
TO HK BY ALL EXH. AT F+B '87. INSTORE PROMOT'NS
OVER FY 87/88. FISH PROMOTIONS IN HOTELS.

COMPLETED. C\$6 MN DIRECT SALES. AGENTS FOUND.
FOLLOW UP DONE. DEFERRED TO FY88/89. PEMD FOLLOW
UP SUBSTITUTED. PEMD APPROVED. VISITS EXPECTED
OVER YEAR. PLANNING UNDERWAY WITH 3 SUPERMKTS,
NTS FUNDS APPROVED. BC GOVT PLAN'G UNDERWAY.

005-COMM. & INFORM. EQP. & SERV
SOFTWARE '87/AUTOTECH '87 COSPONSORSHIP. MEDIA
CAMPAIGN ON CDN TECH. SOFTWARE MISS. (APR. 87).
SOFTWARE MKTG. STUDY. INHOUSE DEMONSTR'NS/SEM.
INFO. BROCHURE ON CDN SOFTWARE. PROMOTION OF
VIDEOTEXT TO CATV. X. 25 PROMO.

ACCOMPLISHED. PUBLICITY EXPECTED FALL '87. IN
PLANNING. DONE. \$400,000 SALES, 3 AGENTS APPOINTED
RETURN VISITS. DONE. REPORTS GOING OUT TO PROVS +
OGD/DEA. EXPECTED LATER IN FY87/88. IN PLANNING.
BUDGET BEING SOUGHT. UNDERWAY. LTD SUCSS WITH X. 25

015-CONSTRUCTION INDUSTRY
IBEX '87 PAVILLION. MONITORING MAJOR CONSTRUC-
TION PROJECTS.

7 EXHIBITORS FROM CDA. \$7-8 MID. SALES 1 AGENT
-INTELLIGENCE TO EXPORTERS AS REQUIRED.