

REPORT 4
88/10/21

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 : 531-WELLINGTON

001-AGRI & FOOD PRODUCTS & SERVICE
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

WOOLWORTHS SUPERMARKET PROMOTION 1988 - MARCH

INTRODUCTION OF AND CONSOLIDATION OF APPROX
10 NEW & EXISTING AGENCY LINES

VISIT FOOD AND BEVERAGE SHOW, TORONTO, 1988. THREE INCOMING NZ
BUYERS TO SUBJECT SHOW.

SPEAK WITH UNREPRESENTED CDN MANUFACTURERS
& EXPORTERS & TO ACHIEVE 4 NEW AGENCIES.

CATALOGUE SHOWS, AUCKLAND, WELLINGTON

INTRODUCE 5 NEW CANADIAN COMPANIES TO NZ
BUYERS AND IMPORTERS

VISIT FOOD PACIFIC 88 IN VANCOUVER

SPEAK WITH CANADIAN EXPORTERS & MANUFACTURERS
& CONDUCT CATALOGUE SHOW ON RETURN OF 10 NEW
EXPORTERS

WOOLWORTHS SUPERMARKET PROMO MARCH 1989

INCREASE OF CANADIAN SHARE OF MARKET BY 10%

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----