

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 : 520-TOKYO

013-CONSUMER PRODUCTS
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

SERVICES NOT ELSEWHERE SPECIF.

THROUGH THE OPERATIONS OF THE CANADA TRADE CENTER PROMOTE APPLIANCES.

THROUGH A PROGRAM OF CALLS WITH AGENTS GENERATE MORE INTEREST IN THEIR PROMOTION OF CANADIAN PRODUCTS.

THROUGH WIN EXPORTS ENCOURAGE CANADIAN COMPANIES TO PARTICIPATE IN THE FURNITURE SHOW IN NOVEMBER.

SERVICES NOT ELSEWHERE SPECIF.

PURSUE HIGH TARIFFS ISSUE WITH MINISTRY OF FINANCE.

TO IDENTIFY POTENTIAL COMPETITIVENESS OF NEW ENTRIES INTO THE MARKET (USA, AUSTRALIA AND OTHERS).

ANTICIPATED RESULTS:

INCREASE OUR SMALL MARKET SHARE.

FIND NEW WAYS AND OUTLETS TO MARKET PRODUCTS.

INTRODUCE NEW EXPORTERS TO JAPANESE MARKET.

SALES WOULD INCREASE DRAMATICALLY IF DUTIES WERE LOWERED.

KEEP OUR SHARE OF THE MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 MARKETING OF CANADIAN CONSUMER PRODUCTS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

8 NEW AGENCY AGREEMENTS AND SIGNIFICANT BUSINESS INFLUENCED IN TEXTILES AND SPORTING GOODS SECTORS.