

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 : 527-OSAKA

001-AGRI & FOOD PRODUCTS & SERVICE
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

NOTIFICATION OF OPENING OF CONSULATE GENERAL

ENCOURAGE BUYERS MISSION TO CANADA IN FOOD SECTOR.

IDENTIFY PRODUCTS WHICH CAN BE COMPETITIVELY CUSTOM-PACKED IN CANADA.

BUYERS MISSION TO CANADA BY MAJOR FOOD STORE CHAINS & DEPARTMENT STORES.

INCREASED INTEREST OF CANADIAN FIRMS, ESPECIALLY THOSE WITH JAPANESE EXPERIENCE.

AT LEAST TWO MISSIONS ORGANIZED.

INCREASED AWARENESS OF MARKET OPPORTUNITIES LEADING TO INCREASED MARKET PENETRATION.

INCREASED SALES BY SEVERAL MILLION OVER NEXT THREE YEARS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ALBERTA BEEF PROMOTION ACTIVITIES
-SUPPORT TO BEEF DEMO IN KOBE & KYOTO
-FOODEX OSAKA.

ALBERTA BEEF PROMOTIONS ARE SUCCESSFULLY ENHANCING IMAGE OF CDN BEEF IN TERRITORY AS LOW FAT HEALTHY FOOD PRODUCT.

QUARTER: 2 TV OSAKA PROGRAM - PROMOTION OF CANADIAN FOOD PRODUCTS AND CANADIAN FUR GARMENTS DURING PROGRAM ON CANADIAN PRESENCE IN THE KANSAI.

TV PROGRAM WILL BE SHOWN TWICE DURING OCTOBER ON 2 MAJOR OSAKA STATION.

QUARTER: 2 HANKYU CANADA FOOD FAIR - ANNUAL EVENT FOR WHICH CONGEN PROVIDES SUPPORT AND CONTACTS.

THE FAIR GENERATED RETAIL SALES OF OVER \$660,000 AND HELPED SUCCESSFULLY ESTABLISH A MEAT PACKER FROM NEW BRUNSWICK IN THIS MARKET.

QUARTER: 3 KOBE IMPORT FAIR-SUPPORT ACTIVITIES COORDINATED WITH EMBASSY.

ELEVEN COMPANIES PARTICIPATED SELLING WIDE VARIETY OF PRODUCTS.

QUARTER: 4 CONGEN CANADA FOOD FAIR PROGRAMME
- KINTETSU DEPARTMENT STORE
- MIYAKO HOTEL

2 FAIRS ORGANIZED TO COINCIDE WITH CALGARY OLYMPICS AND CANADA MONTH. SALES SUCCESS AND GREATER AWARENESS OF NEW CANADIAN FOOD PRODUCTS. TEN LEADING HOTELS/DEPT STORE CHAINS HAVE BEEN APPROACHED TO HOLD CDA FOOD FAIRS & 9 HAVE AGREED/

QUARTER: 4 OSAKA INTERNATIONAL TRADE FAIR
- PLANNING, BOOTH DESIGN, COMPANY RECRUITING

FIFTEEN CANADIAN COMPANIES HAVE AGREED TO PARTICIPATE, EITHER DIRECTLY OR THROUGH THEIR JAPANESE AGENTS.