

3. *Promoting the Product in the Marketplace*

Canadian pavilion at the Tokyo International Seafood Show (June 1994): The Canadian Embassy in Tokyo is prepared to organize a Canadian pavilion at the June 1994 Tokyo International Seafood Show. However, this will be realized only if the Canadian industry wants to participate. In January 1994, a survey will be conducted by the Department of Foreign Affairs and International Trade to assess the industry's interest;

Solo Seafood Shows in Osaka and Fukuoka, following the Tokyo International Seafood Show: Individual companies, CAFE, CALPA, BCSMC, ... (DFAIT, June 1994 or in the fall) This project will be further defined following the January 1994 survey;

Translation into Japanese of selected fact sheets on underutilized species (By the Canadian Association of Fish Exporters) (1993-1995);

Translation into Japanese, publication and distribution of the FANDO fish booklets (DFAIT, Winter 1994);

Publication of **Seafood Canada** (quarterly published by CAFE. A summary is translated into Japanese by the Canadian Embassy and inserted in **Seafood Canada**);

B. C. Trade Corporation has been a member of CBEF (Canada Beef Exporters Federation) for several years, as the opportunity for CBEF to work with the seafood industry on joint promotion in Japan and other markets has become evident. Over the last two years, strong salmon marketing organizations have developed and are now in the position to work with CBEF in Japan. B.C. Trade will evaluate the current and future marketing plans of these two organizations and suggests ways of working together;

Incoming mission of food/seafood journalists and chefs to British Columbia (DFAIT with BC Trade Corp.);

The Canadian Hokkigai Exporters' Association promotional campaign (1993-1995). An evaluation of the hokkigai promotion campaign is required and more activities may be considered. In addition, a promotional campaign for seasoned or flavoured herring roe may be considered depending on the findings of the proposed mission (see previous section: Building awareness and market knowledge (FANDO, 1994);