

REPORT 4
89/10/10

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 :527-OSAKA

002-FISHERIES,SEA PRODUCTS & SERV.
JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FOLLOW-UP WITH FISH IMPORTERS TO DETERMINE ACCEPTANCE OF CANADIAN FISH PRODUCTS AND WAYS TO IMPROVE PRODUCT PRESENTATION.

BETTER ACCEPTANCE, CONSOLIDATED DISTRIBUTION CHANNELS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 OSAKA INTERNATIONAL TRADE FAIR - POST ORGANIZED CANADIAN PAVILLION AT INTEX. FIFTEEN FIRMS PARTICIPATED OVER SEVEN DAY PERIOD.

COORDINATION OF PARTICIPANTS UNDER CANADA BANNER, JUDGED TO BE ONE OF COUNTRIES OF HIGHEST PROFILE. GENERATED CONSIDERABLE VOLUME OF DIRECT SALES AT MINIMAL COST AS PROMOTIONAL PROJECT.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----