

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABRJAD FOR FISCAL YEAR 87
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:	ANTICIPATED RESULTS:
CULTURE INDUSTRIES	<p>TO VISIT JPNSE GALLERIES THAT SPONSOR CANADIAN ARTISTS.</p> <p>TO INCREASE PUBLICITY OF CANADIAN ARTS AND CRAFTS THROUGH THE CANADA TRADE CENTER.</p> <p>TO VISIT DEPARTMENT STORES TO ENCOURAGE THEM TO SPONSOR AND/OR DISPLAY CANADIAN ARTS AND CRAFTS.</p> <p>TO USE MAIL ORDER CATALOGS TO ADVERTIZE.</p>	<p>TO STIMULATE INTEREST IN CANADIAN ART AND OBTAIN A BETTER UNDERSTANDING OF HOW TO INCREASE SALES OPPORTUNITIES.</p> <p>TO CREATE GREATER AWARENESS OF WHAT CANADA HAS TO OFFER AND TO STIMULATE TRADE ENQUIRIES</p> <p>TO WIDEN PUBLICITY CREATE A SALES NICHE IN DEPT. STORES ON A PERMANENT BASIS, AND TO STIMULATE TRADE ENQUIRIES.</p> <p>TO INCREASE SALES & TO STIMULATE TRADE ENQUIRIES.</p>
LEISURE PROD. TOOLS HARDWARE	<p>TO FOLLOW UP ON DIY STEP PROGRAM WITH MITI, JETRO AND DIY ASSOC. AND TO ENSURE DEA REPORT (SEPT 1986) ON DIY MISSION TO JAPAN IS DISTRIBUTED TO CDN INDUSTRY.</p> <p>TO CONTACT DIY STORES VISITED DURING DIY MISSION.</p> <p>TO MEET WITH SPORTS EQUIPMENT AGENTS AND TO DISTRIBUTE 1986 STUDY ON THE SPORTING GOODS MARKET IN JAPAN.</p> <p>TO ENCOURAGE AGENTS OF SPORTS EQUIPMENT TO PARTICIPATE IN REGIONAL SHOWS.</p> <p>TO PROMOTE IDEA OF SELLING CANADIAN DIY PRODUCTS TO JAPANESE HOME BUILDERS.</p>	<p>TO IDENTIFY CLEARLY THE PRODUCTS ON WHICH CANADA SHOULD FOCUS & TO STIMULATE TRADE ENQUIRIES.</p> <p>TO INTRODUCE, AS A START, SMALL QUANTITIES OF CANADIAN DIY PRODUCTS IN THOSE STORES.</p> <p>TO MAINTAIN OUR CURRENT SALES & TO STIMULATE NEW ENQUIRIES FOR SELECT PRODUCTS THAT SHOW MODERATE GROWTH POTENTIAL.</p> <p>TO FIND LOCAL DISTRIBUTORS AND TO MAKE SPOT SALES.</p> <p>TO GIVE DIY INDUSTRY INCREASED OPPORTUNITIES/ AVENUES TO SELL IN THE JAPANESE MARKET.</p>
FURNITURE & APPLIANCES	<p>TO VISIT DEPARTMENT STORES THAT SPONSORED CANADIAN EVENTS LAST YEAR TO EVALUATE RESULTS RE CANADIAN APPLIANCES.</p> <p>TO REPORT ON JPNSE FURNITURE INDUSTRY AS A FOLLOW-UP TO THE MITI STEP PROGRAM ON FURNITURE WITH AUSTRALIA AND TO EVALUATE CANADIAN POSITION.</p>	<p>TO STRENGTHEN OUR SHARE OF THE MARKET IN SOME AND ENCOURAGE OTHERS TO SELL PRODUCTS ON A CONTINUED BASIS.</p> <p>TO DETERMINE WHICH SECTOR OF THE MARKET COULD BE OF INTEREST TO CANADIAN EXPORTERS.</p>