REPORT 4 88/07/27

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 : 520-TOKYO

013-CONSUMER PRODUCTS JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

CULTURE INDUSTRIES

TO VISIT JPNSE GALLERIES THAT SPONSOR CANADIAN ARTISTS.

TO INCREASE PUBLICITY OF CANADIAN ARTS AND CRAFTS THROUGH THE CANADA TRADE CENTER.

TO VISIT DEPARTMENT STORES TO ENCOURAGE THEM TO SPONSOR AND/OR DISPLAY CANADIAN ARTS AND CRAFTS.

TO USE MAIL ORDER CATALOGS TO ADVERTIZE.

LEISURE PROD. TOOLS HARDWARE

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 CON INDUSTRY.

TO CONTACT DIY STORES VISITED DURING DIY MISSION.

TO MEET WITH SPORTS EQUIPMENT AGENTS AND TO DISTRIBUTE 1986 STUDY ON THE SPORTING GOODS MARKET IN JAPAN.

TO ENCOURAGE AGENTS OF SPORTS EQUIPMENT TO PARTICIPATE IN REGIONAL SHOWS.

TO PROMOTE IDEA OF SELLING CANADIAN DIY PRODUCTS TO JAPANESE HOME BUILDERS.

FURNITURE & APPLIANCES

TO VISIT DEPARTMENT STORES THAT SPONSORED CANADIAN EVENTS LAST YEAR TO EVALUATE RESULTS RE CANADIAN APPLIANCES.

TO REPORT ON JPNSE FURNITURE INDUSTRY AS A FOLLOW-UP TO THE MITI STEP PROGRAM ON FURNITURE WITH AUSTRALIA AND TO EVALUATE CANADIAN POSITION.

ANTICIPATED RESULTS:

TO STIMULATE INTEREST IN CANADIAN ART AND OBTAIN A BETTER UNDERSTANDING OF HOW TO INCREASE SALES OPPORTUNITIES.

TO CREATE GREATER AWARENESS OF WHAT CANADA HAS TO OFFER AND TO STIMULATE TRADE ENQUIRIES

TO WIDEN PUBLICITY CREATE A SALES NICHE IN DEPT. STORES ON A PERMANENT BASIS, AND TO STIMULATE TRADE ENQUIRIES.

TO INCREASE SALES & TO STIMULATE TRADE ENQUIRIES.

TO IDENTIFY CLEARLY THE PRODUCTS ON WHICH CANADA SHOULD FOCUS & TO STIMULATE TRADE ENQUIRIES.

TO INTRODUCE, AS A START, SMALL QUANTITIES OF CANADIAN DIY PRODUCTS IN THOSE STORES.

TO MAINTAIN OUR CURRENT SALES & TO STIMULATE NEW ENQUIRIES FOR SELECT PRODUCTS THAT SHOW MODERATE GROWTH POTENTUAL.

TO FIND LOCAL DISTRIBUTORS AND TO MAKE SPOT SALES.

TO GIVE DIY INDUSTRY INCREASED OPPORTUNITIES/ AVENUES TO SELL IN THE JAPANESE MARKET.

TO STRENGTHEN OUR SHARE OF THE MARKET IN SOME AND ENCOURAGE OTHERS TO SELL PRODUCTS ON A CONTINUED BASIS.

TO DETERMINE WHICH SECTOR OF THE MARKET COULD BE OF INTEREST TO CANADIAN EXPORTERS.