

REPT4D
90/04/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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:

MEATS & MEAT BY-PRODUCTS

ASSIST AND FOLLOW UP MEAT PURVEYORS MISSION TO ALBERTA
DIRECT SALES/MARKET DEVELOPMENT

CANADA FOOD FAIR PROGRAMME
NINE EVENTS IN FISCAL 89/90

SEMI & PROCESSED FOOD & DRINK

PROMOTE CDN FOOD PRODUCTS THROUGH CDA FOOD FAIR PROGRAMME
MARKET AWARENESS/DEVELOPMENT

CONTINUE MINI-FOOD SHOW PROM IN CONGEN MULTI-PURPOSE ROOM
DIRECT SALES/NEW AGENCY AGREEMENTS

KOBE IMPORT FAIR
DIRECT SALES/MARKET AWARENESS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Wine Tasting at Consulate
- organization and logistics
- invitations

Continuing strong consumer demand for imported food/beverage products cited as reason for this successful event (proposed last year at Food Pacific in Vancouver). Event compliments other food promotions at Congen. Export sales.

QUARTER: 2 -----

QUARTER: 3 1. Kobe Import Fair
- organization, logistics, media and other promotion, processed food and consumer items
2. Hankyu Five Canada Food Fair
- logistics

1. On site sales worth \$ 161,000
- enhanced Canadian image to consumer
2. On site sales worth \$ 44,200
- enhanced Canadian image to consumer

QUARTER: 4 -----