

REPORT 4
88/02/02

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

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POST : 520-TOKYO

002-FISHERIES, SEA PRODUCTS & SERV.
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

INVESTIGATE POSSIBLE NEW USES/MARKETS FOR CAPELIN. DISTRIBUTE TO
CDN INDUSTRY MAY 1985 ASI-INTECH RESEARCH'S STUDY OF THE CAPELIN
MARKET IN JAPAN.

INCREASED CAPELIN EXPORTS.

SEEK GREATER PENETRATION OF FOOD SERVICE SECTOR. DISTRIBUTE TO
CDN INDUSTRY COPIES OF 1986 STUDY ON JAPAN'S FOOD SERVICE SECTOR.

NEW SALES OF VALUE ADDED FISH PRODUCTS .
STIMULATE TRADE INQUIRIES.

NEW COMPUTERIZED FORMAT FOR FISHERY REPORT.

MORE TIMELY AND INFORMATIVE REPORT WILL ALLOW
INDUSTRY AND GOVERNMENT TO MAKE MORE INFORMED
DECISIONS.

MARKET PROFILES - ATLANTIC HERRING SMOKED SALMON, LIVE LOBSTER.

PROVIDE MARKET INFO TO CDN FIRMS INVOLVED IN
THESE GROWTH SECTORS.

COD RESEARCH - PHASE II . DISTRIBUTE COPIES TO CDN INDUSTRY OF
PHASE I STUDY " JAPANESE CONSUMER ATTITUDES TOWARDS FROZEN COD "

PROVIDE DIRECTION ON HOW TO MARKET COD
IN JAPAN.

AQUAULTURE - IDENTIFY POTENTIAL MARKET NICHES FOR FARMED
PRODUCTS THROUGH SUCH MARKETING VEHICLES AS PRESENTATION
AT FOODEX.

PROVIDE MARKET INFO TO CDN FIRMS INVOLVED
IN THIS SECTOR AND RECOMMEND FORUMS IN WHICH
JPNSE AWARENESS OF CDN CAP. IS INCREASED.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 INVESTIGATE NEW MARKETS FOR CAPELIN, NEW FORMAT
FOR FISHERIES MARKET REPORT, MARKET PROFILE ON
HERING ROE.

FISHERIES MARKET REPORT WELL RECEIVED IN NEW
FORMAT, RESEARCH UNDERWAY FOR CAPELINE. MARKET
SURVEY FOR ATLANTIC HERRING ROE BEING PREPARED.

QUARTER: 3 -----

QUARTER: 4 -----