

REPORT 4
88/10/21

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 : 520-TOKYO

013-CONSUMER PRODUCTS
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CULTURE INDUSTRIES

- ASSIST LOCAL AGENTS IN THEIR MARKETING EFFORTS.
- INCREASE PUBLICITY OF CANADIAN ARTS AND CRAFTS THROUGH THE CANADA TRADE CENTER.
- ASSISTS LOCAL AGENTS TO ORGANIZE SOLO SHOWS.
- USE MAIL ORDER CATALOGUE TO ADVERTISE.

- OPEN NEW DOORS TO CANADIAN INDUSTRY.
- CREATE GREATER AWARENESS OF OUR PRODUCTS.
- CREATE AWARENESS OF CANADIAN PRODUCTS.
- INCREASE DIRECT SALES.

LEISURE PROD. TOOLS HARDWARE

- FOLLOW UP ON HINODE MISSION RE INTENT OF PURCHASE.
- INTRODUCE CANADIAN COMPANIES TO NEW DIY STORES THROUGH DIY ASSOCIATION.
- MEET REGULARLY WITH SPORTS EQUIPMENT AGENTS AND INTRODUCE NEW PRODUCTS.
- ENCOURAGE AGENTS OF SPORTS EQUIPMENT TO PARTICIPATE IN REGIONAL SHOWS.
- PROMOTE IDEA OF SELLING CANADIAN DIY PRODUCTS TO JAPANESE HOME BUILDERS.
- SEND NEW BUYERS TO MONTREAL SPORTING GOODS SHOWS.

IDENTIFY CLEARLY THE PRODUCTS CANADA SHOULD FOCUS ON.

TO CREATE AWARENESS OF WHAT CANADA NOW PRODUCES.

INCREASE SALES.

FIND MORE LOCAL DISTRIBUTORS AND MAKE SPOT SALES.

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

WIDEN RANGE OF PRODUCTS SOLD IN JAPAN.

FURNITURE & APPLIANCES

- VISIT OUTLETS SELLING CANADIAN PRODUCTS AND PROMOTE CANADIAN PRODUCTS.
- KEEP UP WITH NEW TRENDS IN FURNITURE INDUSTRY AND PREPARE REPORTS FOR THE CANADIAN INDUSTRY.
- DIALOGUE WITH FURNITURE ASSOCIATION AND MAIN MANUFACTURERS RE INTEREST IN IMPORTING SPECIFIC ITEMS TO COMPLETE THEIR NEW LINES.

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

DETERMINE WHICH SECTORS OF MARKET COULD BE OF INTEREST TO CANADIAN EXPORTERS.

GET NEW ENTRANTS INTO THE MARKET.