REPORT 4 87/09/25

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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005-COMM. & INFORM. EQP. & SERV JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

GENERAL NOTIFICATION OF CONSULATE GENERAL OPENING (1986).

IDENTIFICATION AND NOTIFICATION OF CANADIAN FIRMS WHICH SHOULD BE MADE AWARE OF SPECIFIC MARKET OPPORTUNITIES IN KANSAI AREA.

MONITOR EFFECTS OF DEREGULATION OF NTT ON TELECOM INDUSTRY AND MAKE RECOMMENDATIONS FOR MARKETING STRATEGY WHERE CANADIAN SECTORAL CAPABILITY IS STRONG.

DETERMINE MARKET STRATEGIES EMPLOYED BY FOREIGN COMPETITORS IN THIS SECTOR ESPECIALLY WITH REGARDS TO DISTRIBUTION SYSTEM.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 DEPT OF COMMUNICATIONS TELECOMMUNICATION SEMINAR ADVANCE TEAM. - PREPARE ITINERARY PROVIDING TEAM BEST EXPOSURE TO MARKET OPPORTUNITIES FOR TELE-COMMUNICATIONS EQUIPMENT AND SERVICES.
- QUARTER: 1 SASKATCHEWAN HIGHTECH MISSION PREPARATION OF PROMOTIONAL MATERIAL(IN JAPANESE) - IDENTIFICA-TION AND SELECTION OF TARGET COMPANIES - DISTRI-BUTION, CONTACT AND FOLLOW-UP.

QUARTER: 2 -----

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ANTICIPATED RESULTS:

INCREASED INTEREST BY CANADIAN FIRMS, ESPECIA-LLY THOSE WITH JAPANESE EXPERIENCE.

FOCUSSING OF SECTORAL CAPABILITIES AND PREPA-RATION OF SPECIFIC MARKETING ACTIVITIES.

INCREASE MARKET AWARENESS IN CANADA.

PROVIDE ADVICE ON MOST EFFECTIVE METHOD OF MARKET PENETRATION.

QUARTERLY RESULTS REPORTED:

DETERMINED TIMING & NATURE OF SEMINARS NEEDED FOR TERRITORY IN COORDINATION WITH PROGRAMME IN TOKYO(SEPT.). IDENTIFIED POTENTIAL BUYERS FOR TE-LECOM EQUIPMENT(OSAKA GAS,LOCAL NTT OFFICE).

SEVERAL COMPANY TO COMPANY CONNECTIONS ARRANGED LEADING TO SEVERAL SALE/JOINT COLLABORATION OR PRODUCT DEVELOPMENT IN JAPAN & OTHER EXPORT MAR-KETS. ONE TWO MAN-MISSION ARRANGED FOR KUBOTA RE REMOTE SENSING, IDENTIFICATION SYSTEMS.