

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

013-CONSUMER PRODUCTS
JAPAN

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	PHARMACEUTICALS, BIOTECHNOLOGY	
	TO DO MORE PUBLICITY THROUGH THE CANADA TRADE CENTRE.	TO MAINTAIN OUR SHARE OF THE MARKET & TO STIMULATE TRADE INQUIRIES.
	TO MEET WITH AGENTS MORE OFTEN TO GENERATE MORE INTEREST IN THEIR PROMOTION OF CANADIAN PRODUCTS.	TO DISCUSS/DEVELOP/ASCERTAIN NEW WAYS TO MARKET PRODUCTS & TO STIMULATE TRADE ENQUIRIES.
	TO UPDATE OUR IN-HOUSE INFORMATION ON THE MARKET.	TO OFFER MORE ACCURATE INFORMATION TO CDN EXPORTERS ON CHOICE OF PRODUCTS APPROPRIATE TO JAPAN.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	-CONSUMER CATALOG APPENDIX; -'DO IT YOURSELF' (DIY); -CTC/ASSOCIATION; -TOKYO INT'L TRADE FAIR; -CDN MAIL ORDER CATALOGUE PROJECT.	COMPLETED. 25 AGENTS ADDED REPORTS COMPLETED & DISTRIBUTED; MORE ACTIVE IN REGIONAL SHOW; SALES \$6.6 MILLION; RECRUITMENT STARTED.
QUARTER: 2	DEVELOP DIRECT MAIL ORDER CATALOGUE; FOLLOW-UP ON DIY STEP PROGRAM; MEET WITH JAPANESE SPORTS EQUIPMENT AGENTS; WORK WITH JAPANESE FUR GARMENT ASSOCIATION; GENERATE FURTHER TRADE ENQUIRIES.	RECRUITED 300 PARTICIPANTS FOR MAPLE LEAF CATALOGUE AND NTS PROJECT. EXCELLENT RESPONSE FROM JAPANESE FUR INDUSTRY TO SHOWS AT THE CDN TRADE CENTER.
QUARTER: 3	-----	
QUARTER: 4	-----	