

REPORT 4B
87/10/28

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 520-TOKYO

JAPAN

QUARTER: 1

001-AGRI & FOOD PRODUCTS & SERVICE
PROCESSED FOODS PROMOTIONS AND MISSIONS

40% INCREASE IN PROMOTIONAL BEEF ALLOCATION- CDA
FOOD FAIR PARTICIPANTS INCREASED FM 21-40-NICHI-
RYA MISSIONS BOUGHT \$10MN - SKYLARK SEEKING NEW
CUSTOM PACKED ITEMS, - RETAIL PACK OF CANOLA OIL
TO BE INTRODUCED.

001-AGRI & FOOD PRODUCTS & SERVICE
PROMOTION OF AGRICULTURAL PRODUCTS.

COMPLETED BROCHURE ON ALFALFA PRODUCTS; HELD SE-
MINAR ON ALFALFA & SWINE, PURSUED FUMIGATION PRO-
CEDURES FOR ALFALFA HAY WITH MAFF, REPORTED ON
APPLE FUMIGATION RESEARCH.

009-FOREST PRODUCTS, EQUIP, SERVICES
WOOD FORUM & WOOD WORKSHOP. TECHNICAL INFO ON 3-
STORY WOOD CONSTRUCTION.

BASIS LAID FOR BUILDING CODE REVISION.

010-MINE, METAL, MINERAL PROD & SRV
PURSUE FORMAL TIES BETWEEN CUICAC & JFCA IN
ADVANCED CERAMICS & PROMOTE CDN PARTICIPATION
IN NAGOYA CERAMICS FAIR MAY 88.

COMPLETED. - GOV'T WILL HAVE INFO BOOTHS.

005-COMM. & INFORM. EQP. & SERV
SASK. HIGH TECH MISSION - COMMUNICATION SHOW -
TELECOM ADVANCE STUDY.

COS PERSUADING NICHE MARKETS - NEW AGENCY AND
EXPANDED SALES - PROGRAM DEVELOPED.

013-CONSUMER PRODUCTS
CONSUMER CATALOG APPENDIX - DO IT YOURSELF (DIY)
- CTC/ASSOCIATION - TOKYO INT'L TRADE FAIR -
CANADIAN MAIL ORDER CATALOGUE PROJECT.

COMPLETED. 25 AGENTS ADDED REPORTS COMPLETED &
DISTRIBUTED - MORE ACTIVE IN REGIONAL SHOWS -
SALES Y 6.6 MILLION - RECRUITMENT STARTED.