

REPORT #5
88/10/21

QUARTERLY PROGRESS REPORT OF INVESTMENT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FY 88
TRADE TRACKING PROGRESS REPORT OF INVESTMENT ACTIVITIES AND RESULTS

533 - SYDNEY

AUSTRALIA

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

SEVERAL INVESTMENT ENQUIRIES RESPONDED TO BY
POST FORWARDING RELEVANT LITERATURE ON HAND.

QUARTER : 2

QUARTER : 3

QUARTER : 4

EXPORT MARKET POTENTIAL OF \$1-2 MILLION ANNUALLY.

TO INCREASE CANADIAN PURCHASED SHINE SALES IN JAPAN BY 20-30 PER CENT.

APPROVED BY JAPANESE GOVERNMENT. ACCESS FOR CANADIAN APPLS.

INCREASE EXPORTS FROM \$2-4 MILLION IN 2 YEARS.

EXPANDED CONSUMER AWARENESS AND SALES DEVELOPMENT.

NEW SALES \$100,000 SINCE BUSINESS IS DEVELOPED
NEW BUSINESS DEVELOPMENT.

INCREASED AWARENESS AMONG CANADIAN EXPORTERS AS JAPANESE MARKET OVERVIEW.

ADDITIONAL SALES OF PEAT Moss, OF \$1-2 MILLION ANNUALLY.

INCREASE CANADIAN SHARE OF JAPAN'S EXPORTS INCREASE AWARENESS OF CANADIAN EXPORTERS.

MIGHT BE ENCOURAGED
INCREASE SALES OF PEAT Moss IN JAPAN.

\$20 MILLION IN NEW BUSINESS IN 3 YEAR PERIOD
MULTIPLYED GROWTH.

BETTER INFORMED CANADIAN PEAT EXPORTED ON
INDUSTRIAL MARKET.

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