

25/01/89

DEPARTMENT OF EXTERNAL AFFAIRS

443

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PURSUE HIGH TARIFFS ISSUE WITH MINISTRY OF FINANCE
Expected Results: SALES COULD MORE THAN DOUBLE IF DUTIES WERE LOWERED

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: SPECIAL PUBLICITY EVENTS TO PROMOTE SALES

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: I.D. POTENTIAL COMPETITIVENESS OF NEW MARKET ENTRIES
Expected Results: TO MAINTAIN/INCREASE OUR SHARE OF THE MARKET