

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :520-TOKYO

005-ADVANCED TECH. PROD. & SERV
JAPAN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 ----

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----

INCREASED EXPORTS OF 10 ITEMS
GAIN BETTER MARKET ACCESS FOR 10 ITEMS
EXCHANGE EXPORTS OF 10 ITEMS
PULL FISH TRADE EXPORT SERVICE
BRING BUYER AND SELLER TOGETHER
INVESTIGATION BY 20 IN CANADA PROMOTION CAMPAIGN
EXPAND CONSUMPTION BY 18 POINT IN 2 YEARS
TRIPLETE-NOV DEPT. ACTIVITIES FOR ATLANTIC HERRING ROE
DOUBLE VOLUME IN 2 YEARS
CONDUCT MARKET STUDIES ON PROTECTIVE PROGRAMS WITH POTENTIAL
DEVELOP NEW EXPORT BUSINESS
DEVELOP MARKETING STRATEGY FOR B.C. FARMED SALMON
NEW BUSINESS POTENTIAL OF 250 MILLION

QUARTERLY RESULTS REPORTED:
1. Provide market intelligence to the industry.
2. Gain better access for 10 items. 3. Launch
of special promo campaign. 4. Conduct workshop
in Japan. 5. Promotion of Atlantic herring
roe. 6. Promotion of wild salmon.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 ----

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----