

REPORT 4
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 527-OSAKA

002-FISHERIES, SEA PRODUCTS & SERV.
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:
FOLLOW-UP WITH FISH IMPORTERS TO DETERMINE ACCEPTANCE OF CANADIAN FISH PRODUCTS AND WAYS TO IMPROVE PRODUCT PRESENTATION.

ANTICIPATED RESULTS:
BETTER ACCEPTANCE, CONSOLIDATED DISTRIBUTION CHANNELS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:
QUARTER: 1 OSAKA INTERNATIONAL TRADE FAIR - POST ORGANIZED CANADIAN PAVILLION AT INTEX. FIFTEEN FIRMS PARTICIPATED OVER SEVEN DAY PERIOD.

QUARTERLY RESULTS REPORTED:
COORDINATION OF PARTICIPANTS UNDER CANADA BANNER, JUDGED TO BE ONE OF COUNTRIES OF HIGHEST PROFILE. GENERATED CONSIDERABLE VOLUME OF DIRECT SALES AT MINIMAL COST AS PROMOTIONAL PROJECT.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----