

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 : 520-TOKYO

013-CONSUMER PRODUCTS  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

PROVIDE THE JAPANESE FUR INDUSTRY WITH REGULAR INFORMATION FROM CANADA.

MEET REGULARLY WITH THE JAPAN FUR ASSOCIATION TO EVALUATE THE RESULTS OF OUR PUBLICITY IN JAPAN.

MEET REGULARLY WITH AGENTS OF CANADIAN SUPPLIERS IN THE APPAREL INDUSTRY TO EVALUATE PROGRESS OVER THE PAST YEAR.

INTENSIFY PUBLICITY AT THE CANADA TRADE CENTER WITH REGARD TO FUR GARMENTS.

ENCOURAGE CANADIAN COMPANIES VISITS TO JAPAN AND ASSIST THEM AS APPROPRIATE

JEWELRY & GIFTWARE

CONTACT OUTLETS CURRENTLY SELLING CANADIAN JEWELLERY.

FOLLOW UP ON REQUESTS RE IMPORT OF CANADIAN JEWELLERY.

MEET WITH AGENTS AND REVIEW THEIR IMPORT/DISTRIBUTION STRATEGY.

THROUGH THE OPERATION OF THE CANADA TRADE CENTER & THE DIRECT MAIL CATALOGUE, ENCOURAGE NEW ENTRANTS INTO THE MARKET.

MEET WITH LOCAL AGENTS ON A REGULAR BASIS AND ASSIST THEM RE PUBLICITY AND PARTICIPATION IN FAIRS.

PREPARE REGULAR REPORTS FOR CANADIAN EXPORTERS ON MARKET EVOLUTION.

CULTURE INDUSTRIES

WORK CLOSELY WITH A GROUP IN CANADA IN CHARGE OF PROMOTING INDIAN ARTS AND CRAFTS IN JAPAN TO IDENTIFY ITEMS MOST LIKELY TO FIND ACCEPTANCE IN JAPAN.

VISIT GALLERIES THAT SPONSOR CANADIAN ARTISTS.

CREATE MORE INTEREST IN THE MONTREAL FUR SHOW AND INCREASE IMPORTS BY APPROXIMATELY \$2 MIL NEXT YEAR.

INCREASE AWARENESS OF CANADIAN FURS IN JAPAN AND STIMULATE IMPORTS OF SAME.

STIMULATE AGENTS TO BE MORE AGGRESSIVE AND TO PARTICIPATE IN REGIONAL FAIRS.

ATTRACT MORE CUSTOMERS', DOUBLE THIS YEAR'S SALES.

INCREASE NUMBER OF CANADIAN COMPANIES SELLING IN JAPAN.

INCREASE SALES NEXT YEAR.

TO GET NEW DISTRIBUTORS.

OPEN NEW DISTRIBUTION OUTLETS.

DOUBLE OUR SALES TO JAPAN.

INCREASE THE NUMBER OF DISTRIBUTORS.

ATTRACT NEW EXPORTERS AND ASSIST PRESENT EXPORTERS.

APPOINTMENT OF DISTRIBUTOR, ESTABLISHMENT OF DISTRIBUTION OUTLETS.

STIMULATE INTEREST IN CANADIAN ART & GET BETTER UNDERSTANDING ON HOW TO EXPAND BUSINESS.