

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

013-CONSUMER PRODUCTS & SERVICES
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

- QUARTER: 1
1. Montreal Fur Fair Mission.
 2. Canoe/Kayak Mission.
 3. Regional Shows.
 4. Solo Fur Shows throughout Japan.

1. 15 participants bought for approximately \$2 million.
2. 11 Canadian companies represented.
3. Tokyo, Shimane, Koriyama, Sendai, Morioka, Toyama, Iwate.
4. 17 Shows starting in June.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----