

REPORT 4
88/02/02

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 527-OSAKA

005-COMM. & INFORM. EQP. & SERV
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

GENERAL NOTIFICATION OF CONSULATE GENERAL OPENING (1986).

INCREASED INTEREST BY CANADIAN FIRMS, ESPECIALLY THOSE WITH JAPANESE EXPERIENCE.

IDENTIFICATION AND NOTIFICATION OF CANADIAN FIRMS WHICH SHOULD BE MADE AWARE OF SPECIFIC MARKET OPPORTUNITIES IN KANSAI AREA.

FOCUSSING OF SECTORAL CAPABILITIES AND PREPARATION OF SPECIFIC MARKETING ACTIVITIES.

MONITOR EFFECTS OF DEREGULATION OF NTT ON TELECOM INDUSTRY AND MAKE RECOMMENDATIONS FOR MARKETING STRATEGY WHERE CANADIAN SECTORAL CAPABILITY IS STRONG.

INCREASE MARKET AWARENESS IN CANADA.

DETERMINE MARKET STRATEGIES EMPLOYED BY FOREIGN COMPETITORS IN THIS SECTOR ESPECIALLY WITH REGARDS TO DISTRIBUTION SYSTEM.

PROVIDE ADVICE ON MOST EFFECTIVE METHOD OF MARKET PENETRATION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 DEPT. OF COMMUNICATIONS TELECOMMUNICATION SEMINAR ADVANCE TEAM. -PREPARED ITINERARY PROVIDING TEAM BEST EXPOSURE TO MARKET OPPORTUNITIES FOR TELECOMMUNICATIONS EQUIPMENT AND SERVICES.

DETERMINED TIMING & NATURE OF SEMINARS NEEDED FOR TERRITORY IN COORDINATION WITH PROGRAMME IN TOKYO(SEPTEMBER). IDENTIFIED POTENTIAL BUYERS FOR TELECOM EQUIPMENT (OSAKA GAS. LOCAL NIT OFFICE).

QUARTER: 1 SASKATCHEWAN HIGHTECH MISSION -PREPARATION OF PROMOTIONAL MATERIAL (IN JAPANESE) -IDENTIFICATION AND SELECTION OF TARGET COMPANIES -DISTRIBUTION, CONTACT AND FOLLOW-UP.

SEVERAL CO. TO CO. NONNECTIONS ARRANGED LEADING TO SEVERAL SALE/JOINT COLLABORATION OR PRODUCT DEVELOPMENT IN JAPAN & OTHER EXPORT MARKETS. ONE TWO MAN-MISSION ARRANGED FOR KUBOTA RE REMOTE SENSING, IDENTIFICATION SYSTEMS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----