REPORT 4 88/03/16

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

Page 63

POST : 527-OSAKA

002-FISHERIES, SEA PRODUCTS & SERV. JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

FISH & SHELLFISH & OTHER PROD

IDENTIFICATION OF AGENCY RELATIONSHIPS WHICH CURRENTLY EXIST FOR CANADIAN SUPPLIERS; NOTIFY THOSE AGENTS OF OPPORTUNITIES IN KANSAI.

SEMINAR IN CONGEN TO FISH IMPORTERS/AGENTS TO RAISE AWARENESS OF CANADIAN CAPABILITY, RELYING ON PATTERN OF EXPERIENCE OF EMBASSY IN TOKYO.

ANTICIPATED RESULTS:

DETERMINATION OF DISTRIBUTION SYSTEM IN KANSAI FOR CANADIAN FISH PRODUCTS.

EXPANSION OF AGENCY RELATIONSHIPS IN KANSAI AREA FOR EXISTING EXPORTERS AND FOR NEW EXPORTERS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 NEW BRUNSWICK FISHERIES PRODUCTS PROMOTIONS

-SUPPORT TI NB GOVERNMENT AND PRIVATE SECTOR

INITIATIVES.

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----

QUARTERLY RESULTS REPORTED:

BUYING CONNECTION (LOBSTER) PREVIOUSLY ESTABLISHED IS LEADING TO EXPANSION OF (ATLANTIC SALMON) SAMPLES SENT, EXAMINED & NEGOTIATIONS STARTED.

IMPORTANT INVESTMENT PROJECT CONSIDERED BY JAPANESE CO. (PURCHASE OF EXISTING FISH/PROCESSING /