

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 :527-OSAKA

SECTOR :005-ADVANCED TECH. PROD. & SERV
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUPPORT MARKETING ACTIVITIES OF CANADIAN COMPANIES
DIRECT SALES/NEW AGENCY RELATIONSHIPS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Telecom Mission to Osaka
- planning, set up appointments, logistics
- briefing company participants
- follow-up

Six coys visited territory; ten appointments made with local contacts. Continuing interest in LAN's, value-added services, and specific application software. Business discussions continuing for at least two companies.

QUARTER: 2 -----

QUARTER: 3 Japan Electronics Show
- Organized Canadian Info/Hospitality Booth
- Logistics, Briefing Canadian Participants
- Staffing, On-site Supervision, Distribution
- Report

Japan Electronics Show
- Approximately 700 trade-related contacts viewed Canadian high technology video presentations, and picked up materials
- Two company participants site sales

QUARTER: 4 1. Bio Seminar - Consulate General Organization, invitations, execution.
2. Bio '90 Japan
Recruit speakers and Canadian companies to attend, organization and logistics

1. Seventeen attendees from chemical and drug related companies
2. Two speakers have been finalized for the symposium, several companies have been confirmed as attendees

QUARTER: 5 1. Expo Japan Fair
- organization, invitation, media and public relations, promotional food and consumer items
2. Airline Fair Canada Food Fair
- logistics

1. On-site sales worth \$ 161,000
- enhanced Canadian image to consumer
2. On-site sales worth \$ 16,000
- enhanced Canadian image to consumer

QUARTER: 6 1. Auto-Trade Show at Ryugasaki Hall
2. Canada Fair Fair at Ryugasaki La. Hall, Ryugasaki Hall, Ryugasaki Hall
3. Osaka International Trade Fair - April '89

3. 35 company participants with total on-site sales of 200,000, projected total sales of \$ 2,000,000.
2. On-site sales of about 575,000.
3. Recruitment and organization for Car-Exhibit