

REPORT 4
89/02/06

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

65

POST :527-OSAKA

002-FISHERIES,SEA PRODUCTS & SERV.
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FOLLOW-UP WITH FISH IMPORTERS TO DETERMINE ACCEPTANCE OF CANADIAN
FISH PRODUCTS AND WAYS TO IMPROVE PRODUCT PRESENTATION.

BETTER ACCEPTANCE, CONSOLIDATED DISTRIBUTION
CHANNELS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 OSAKA INTERNATIONAL TRADE FAIR - POST ORGANIZED
CANADIAN PAVILLION AT INTEX. FIFTEEN FIRMS
PARTICIPATED OVER SEVEN DAY PERIOD.

COORDINATION OF PARTICIPANTS UNDER CANADA
BANNER, JUDGED TO BE ONE OF COUNTRIES OF HIGHEST
PROFILE. GENERATED CONSIDERABLE VOLUME OF DIRECT
SALES AT MINIMAL COST AS PROMOTIONAL PROJECT.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----