

30/12/89

DEPARTMENT OF EXTERNAL AFFAIRS

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: Participation on a larger scale in Foodex
Expected Results: New contacts/business will be generated

Activity: Market development of B.C. salmon
Expected Results: Enhance market penetration

Activity: Capelin mission to Japan
Expected Results: Strengthen the on-going sales promotion

Activity: Promotion of Atlantic lobster
Expected Results: Expand exports to \$40 million

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: Implementation of Atlantic herring roe promotion measures
Expected Results: Double volume in 5 years starting 1988

Activity: Promotion of sales of Surf Clam
Expected Results: Double volume in one year

Activity: Conduct market studies on specific products with potential
Expected Results: Develop new export opportunities

Activity: Promotion of sales of value-added fishery goods
Expected Results: Contribute to increase profit per visit of products