

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 :520-TOKYO

013-CONSUMER PRODUCTS & SERVICES
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

UPDATE RESULTS OF CO. THAT ATTENDED TRADE SHOWS LAST YEAR
TO I.D. CLEARLY THE PRODUCTS CANADA SHOULD FOCUS ON

VISIT HOME CENTRE
ESTABLISH NEW CONTACTS

TO LOCATE NEW SPORTS EQUIPMENT AGENTS
TO INCREASE SALES

ENCOURAGE AGENTS OF SPORTS EQPT TO EXHIBIT AT CDN SHOWS
TO INCREASE NUMBER OF DISTRIBUTORS

PROMOTE IDEA OF SELLING CDN DIY PRODUCTS TO JPN HOME BUILDER
TO BOOST SALES OF PRODUCTS

INCREASE THE NUMBER OF BUYERS AT MONTREAL SPORTING GOOD SHOW
TO WIDEN RANGE OF PRODUCTS SOLD IN JAPAN

FURNITURE & APPLIANCES

VISIT DEPT. STORES RE EXHIBITIONS OF CDN PRODUCTS
OPEN NEW SALES OUTLETS

KEEP UP WITH NEW TRENDS IN JPN/CDN FURNITURE INDUSTRIES
TO DETERMINE WHICH SECTOR OF THE MARKET THAT COULD BE OF

FURNITURE ASS./MAIN MFG RE IMPORTING SPECIFIC ITEMS
GET NEW ENTRANTS INTO THE MARKET

PUBLICITY THROUGH TRADE CENTRE CDN RE APPLIANCES
MAINTAIN OUR SHARE OF THE MARKET

MEET WITH AGENTS TO GENERATE INTEREST IN PROMO CDN PRODUCTS
FIND NEW WAYS TO MARKET PRODUCTS

ENCOURAGE CO. TO PARTICIPATE IN FURNITURE SHOW
TO GET NEW EXPORTERS IN JAPAN

ALL SUB-SECTORS

PURSUE HIGH TARIFFS ISSUE WITH MINISTRY OF FINANCE
SALES COULD MORE THAN DOUBLE IF DUTIES WERE LOWERED

INTEREST TO CDN EXPORTERS

CONTINUE TO WORK CLOSELY WITH CAN EXPT. RE JAPAN (ARTISTS)
TO SELECT ITEMS MOST LIKELY TO FIND ACCEPTANCE IN JAPAN
TO INTRODUCE LIGHT AND LIGHTING ART TO JAPAN
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ASSIST LOCAL AGENTS IN THEIR MARKETING EFFORTS
TO OPEN NEW DOORS TO CDN INDUSTRY

INCREASE PUBLICITY OF CDN PARTICIPANTS THROUGH TRADE CENTRE
TO CREATE GREATER AWARENESS OF OUR PRODUCTS

ASSIST EXPORTERS TO ORGANIZE BOOTH SHOWS
TO STIMULATE INTEREST IN CDN PRODUCTS

USE MAIL ORDER CATALOGUES TO ADVERTISE
TO INCREASE SALES