

POST : 520-TOKYO

013-CONSUMER PRODUCTS
JAPAN

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	<p>CULTURE INDUSTRIES</p> <ul style="list-style-type: none">TO VISIT JPNSE GALLERIES THAT SPONSOR CANADIAN ARTISTS.TO INCREASE PUBLICITY OF CANADIAN ARTS AND CRAFTS THROUGH THE CANADA TRADE CENTER.TO VISIT DEPARTMENT STORES TO ENCOURAGE THEM TO SPONSOR AND/OR DISPLAY CANADIAN ARTS AND CRAFTS.TO USE MAIL ORDER CATALOGS TO ADVERTIZE.	<ul style="list-style-type: none">TO STIMULATE INTEREST IN CANADIAN ART AND OBTAIN A BETTER UNDERSTANDING OF HOW TO INCREASE SALES OPPORTUNITIES.TO CREATE GREATER AWARENESS OF WHAT CANADA HAS TO OFFER AND TO STIMULATE TRADE ENQUIRIESTO WIDEN PUBLICITY CREATE A SALES NICHE IN DEPT. STORES ON A PERMANENT BASIS, AND TO STIMULATE TRADE ENQUIRIES.TO INCREASE SALES & TO STIMULATE TRADE ENQUIRIES.
	<p>LEISURE PROD. TOOLS HARDWARE</p> <ul style="list-style-type: none">TO FOLLOW UP ON DIY STEP PROGRAM WITH MITI, JETRO AND DIY ASSOC. AND TO ENSURE DEA REPORT (SEPT 1986) ON DIY MISSION TO JAPAN IS DISTRIBUTED TO CDN INDUSTRY.TO CONTACT DIY STORES VISITED DURING DIY MISSION.TO MEET WITH SPORTS EQUIPMENT AGENTS AND TO DISTRIBUTE 1986 STUDY ON THE SPORTING GOODS MARKET IN JAPAN.TO ENCOURAGE AGENTS OF SPORTS EQUIPMENT TO PARTICIPATE IN REGIONAL SHOWS.TO PROMOTE IDEA OF SELLING CANADIAN DIY PRODUCTS TO JAPANESE HOME BUILDERS.	<ul style="list-style-type: none">TO IDENTIFY CLEARLY THE PRODUCTS ON WHICH CANADA SHOULD FOCUS & TO STIMULATE TRADE ENQUIRIES.TO INTRODUCE, AS A START, SMALL QUANTITIES OF CANADIAN DIY PRODUCTS IN THOSE STORES.TO MAINTAIN OUR CURRENT SALES & TO STIMULATE NEW ENQUIRIES FOR SELECT PRODUCTS THAT SHOW MODERATE GROWTH POTENTIAL.TO FIND LOCAL DISTRIBUTORS AND TO MAKE SPOT SALES.TO GIVE DIY INDUSTRY INCREASED OPPORTUNITIES/ AVENUES TO SELL IN THE JAPANESE MARKET.
	<p>FURNITURE & APPLIANCES</p> <ul style="list-style-type: none">TO VISIT DEPARTMENT STORES THAT SPONSORED CANADIAN EVENTS LAST YEAR TO EVALUATE RESULTS RE CANADIAN APPLIANCES.TO REPORT ON JPNSE FURNITURE INDUSTRY AS A FOLLOW-UP TO THE MITI STEP PROGRAM ON FURNITURE WITH AUSTRALIA AND TO EVALUATE CANADIAN POSITION.	<ul style="list-style-type: none">TO STRENGTHEN OUR SHARE OF THE MARKET IN SOME AND ENCOURAGE OTHERS TO SELL PRODUCTS ON A CONTINUED BASIS.TO DETERMINE WHICH SECTOR OF THE MARKET COULD BE OF INTEREST TO CANADIAN EXPORTERS.