

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:

ALL SUB-SECTORS

I.D. POTENTIAL COMPETITIVENESS OF NEW MARKET ENTRIES  
TO MAINTAIN/INCREASE OUR SHARE OF THE MARKET

TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:                   QUARTERLY RESULTS REPORTED:

- QUARTER: 1
1. Montreal Fur Fair Mission.
  2. Canoe/Kayak Mission.
  3. Regional Shows.
  4. Solo Fur Shows throughout Japan.

1. 15 participants bought for approximately \$2 million.
2. 11 Canadian companies represented.
3. Tokyo, Shimane, Koriyama, Sendai, Morioka, Toyama, Iwate.
4. 17 Shows starting in June.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----