

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 :527-OSAKA

SECTOR :005-ADVANCED TECH. PROD. & SERV  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

- SUPPORT MARKETING ACTIVITIES OF CANADIAN COMPANIES
- DIRECT SALES/NEW AGENCY RELATIONSHIPS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 Telecom Mission to Osaka
- planning, set up appointments, logistics
  - briefing company participants
  - follow-up

Six coys visited territory; ten appointments made with local contacts. Continuing interest in LAN's, value-added services, and specific application software. Business discussions continuing for at least two companies.

QUARTER: 2 -----

- QUARTER: 3 Japan Electronics Show
- Organized Canadian Info/Hospitality Booth
  - Logistics, Briefing Canadian Participants
  - Staffing, On-site Supervision, Distribution
  - Report

Japan Electronics Show

- Approximately 700 trade-related contacts viewed Canadian high technology video presentations, and picked up materials
- Two company participants site sales

- QUARTER: 4
1. Bio Seminar - Consulate General Organization, invitations, execution.
  2. Bio '90 Japan  
Recruit speakers and Canadian companies to attend, organization and logistics

1. Seventeen attendees from chemical and drug related companies
2. Two speakers have been finalized for the symposium, several companies have been confirmed as attendees

- QUARTER: 5
1. Osaka Import Fair  
- organization, invitation, media and exhibit promotion, promotional food and consumer items
  2. Average Five Canada Food Fair  
- logistics

1. On 11th day worth of 161,000
2. On 11th day worth of 14,000

- QUARTER: 6
1. Sales-Fair Show at Ryukyu Hall
  2. Canada-Fair Show at Ryukyu Hall, Ryukyu Hall, Ryukyu Hall
  3. Osaka International Trade Fair - April '90

3. 35 company participants with total on 11th day of 200,000, projected total sales of 1.2,000,000.
2. On 11th day of about 275,000.
3. Recruitment and organization for 1990-1991