

REPORT 4  
89/10/10

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
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:
	<b>CULTURE INDUSTRIES</b>	
	ASSIST LOCAL AGENTS IN THEIR MARKETING EFFORTS.	OEPN NEW DOORS TO CANADIAN INDUSTRY.
	INCREASE PUBLICITY OF CANADIAN ARTS AND CRAFTS THROUGH THE CANADA TRADE CENTER.	CREATE GREATER AWARENESS OF OUR PRODUCTS.
	ASSISTS LOCAL AGENTS TO ORGANIZE SOLO SHOWS.	CREATE AWARENESS OF CANADIAN PRODUCTS.
	USE MAIL ORDER CATALOGUE TO ADVERTISE.	INCREASE DIRECT SALES.
	<b>LEISURE PROD. TOOLS HARDWARE</b>	
	FOLLOW UP ON HINODE MISSION RE INTENT OF PURCHASE.	IDENTIFY CLEARLY THE PRODUCTS CANADA SHOULD FOCUS ON.
	INTRODUCE CANADIAN COMPANIES TO NEW DIY STORES THROUGH DIY ASSOCIATION.	TO CREATE AWARENESS OF WHAT CANADA NOW PRODUCES.
	MEET REGULARLY WITH SPORTS EQUIPMENT AGENTS AND INTRODUCE NEW PRODUCTS.	INCREASE SALES.
	ENCOURAGE AGENTS OF SPORTS EQUIPMENT TO PARTICIPATE IN REGIONAL SHOWS.	FIND MORE LOCAL DISTRIBUTORS AND MAKE SPOT SALES.
	PROMOTE IDEA OF SELLING CANADIAN DIY PRODUCTS TO JAPANESE HOME BUILDERS.	GIVE DIY INDUSTRY INCREASED OPPORTUNITIES TO SELL IN THE JAPANESE MARKET.
	SEND NEW BUYERS TO MONTREAL SPORTING GOODS SHOWS.	WIDEN RANGE OF PRODUCTS SOLD IN JAPAN.
	<b>FURNITURE &amp; APPLIANCES</b>	
	VISIT OUTLETS SELLING CANADIAN PRODUCTS AND PROMOTE CANADIAN PRODUCTS.	STRENGTHEN OUR SHARE OF THE MARKET IN SOME AND ENCOURAGE OTHERS TO SELL PRODUCTS ON A CONTINUED BASIS.
	KEEP UP WITH NEW TRENDS IN FURNITURE INDUSTRY AND PREPARE REPORTS FOR THE CANADIAN INDUSTRY.	DETERMINE WHICH SECTORS OF MARKET COULD BE OF INTEREST TO CANADIAN EXPORTERS.
	DIALOGUE WITH FURNITURE ASSOCIATION AND MAIN MANUFACTURERS RE INTEREST IN IMPORTING SPECIFIC ITEMS TO COMPLETE THEIR NEW LINES.	GET NEW ENTRANTS INTO THE MARKET.