

30/12/89

DEPARTMENT OF EXTERNAL AFFAIRS

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TOKYO

Market: JAPAN

Factors contributing to current successful Canadian exports:

- PEMD support
- Fairs and Missions support
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive quotas
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- _____
- _____

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

- Activity: Promote Canadian seafood under Canada Food Fair program
Expected Results: Increased trade and consumer awareness of Canadian seafood
- Activity: Promote the image of Canada (cleanness, freshness) to consumers
Expected Results: Increased consumer preference for "Canadian fish"
- Activity: Establish computerized market intelligence info system
Expected Results: Provide industry with accurate info quickly
- Activity: Expand awareness in Japan of Canadian fish exporters
Expected Results: Enable Cdn exporters to have easy access to Jpnse market