

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

PAGE : 90

POST : 520-TOKYO

002-FISHERIES, SEA PRODUCTS & SERV.
JAPAN

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	ALL SUB-SECTORS	
	INVESTIGATE POSSIBLE NEW USES/MARKETS FOR CAPELIN. DISTRIBUTE TO CDN INDUSTRY MAY 1985 ASI-INTECH RESEARCH'S STUDY OF THE CAPELIN MARKET IN JAPAN.	INCREASED CAPELIN EXPORTS.
	SEEK GREATER PENETRATION OF FOOD SERVICE SECTOR. DISTRIBUTE TO CDN INDUSTRY COPIES OF 1986 STUDY ON JAPAN'S FOOD SERVICE SECTOR.	NEW SALES OF VALUE ADDED FISH PRODUCTS . STIMULATE TRADE INQUIRIES.
	NEW COMPUTERIZED FORMAT FOR FISHERY REPORT.	MORE TIMELY AND INFORMATIVE REPORT WILL ALLOW INDUSTRY AND GOVERNMENT TO MAKE MORE INFORMED DECISIONS.
	MARKET PROFILES - ATLANTIC HERRING SMOKED SALMON, LIVE LOBSTER.	PROVIDE MARKET INFO TO CDN FIRMS INVOLVED IN THESE GROWTH SECTORS.
	COD RESEARCH - PHASE II . DISTRIBUTE COPIES TO CDN INDUSTRY OF PHASE I STUDY " JAPANESE CONSUMER ATTITUDES TOWARDS FROZEN COD "	PROVIDE DIRECTION ON HOW TO MARKET COD IN JAPAN.
	AQUAULTURE - IDENTIFY POTENTIAL MARKET NICHEs FOR FARMED PRODUCTS THROUGH SUCH MARKETING VEHICLES AS PRESENTATION AT FOODEX.	PROVIDE MARKET INFO TO CDN FIRMS INVOLVED IN THIS SECTOR AND RECOMMEND FORUMS IN WHICH JPNSE AWARENESS OF CDN CAP. IS INCREASED.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	-----	
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	-----	