

REPORT 4
88/10/21

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

002-FISHERIES, SEA PRODUCTS & SERV.
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

PROMOTE CANADIAN SEAFOOD AT EVERY OPPORTUNITY UNDER CANADA FOOD FAIR PROGRAM.

DEVELOP HIGH QUALITY IMAGE FOR CANADIAN SEAFOOD AND BUILD TRADE AND CONSUMER AWARENESS.

CONTINUE TO PRESS MARKET ACCESS ISSUE IQ ON HERRING, SQUID COD; TARIFF ON HERRING ROE.

IMPROVED MARKET ACCESS AND RETURNS TO CANADIAN FISHERIES SECTOR.

PREPARATION OF MARKET PROFILES ON SPECIES OF PARTICULAR INTEREST TO CANADA-ATLANTIC HERRING ROE, LOBSTER, SEA URCHIN.

IMPROVED KNOWLEDGE OF MARKET SITUATION FOR SELECTED SPECIES.

PROVIDE IMPROVED MARKET INTELLIGENCE INFORMATION OF FISHERIES SECTOR TO CANADIAN INDUSTRY.

PERMIT INDUSTRY TO MAKE MORE INFORMED PRICE/MARKETING DECISIONS.

IDENTIFY MARKET POTENTIAL FOR UNDERUTILIZED SPECIES, EG. SEA URCHIN, SURF CLAM, CAPELIN, DOGFISH.

DEVELOP INCREASED EXPORT BUSINESS FOR UNDERUTILIZED SPECIES.

PROMOTION OF ATLANTIC LOBSTER IN HOTELS, RESTAURANTS AND SUPERMARKETS.

INCREASE IN SALES FROM \$8 MILLION TO \$20 MILLION IN 12 MONTHS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ASSIST WITH ATLANTIC CDN HERRING ROE STUDY
ASSIST WITH SCALLOP AQUACULTURE PROJECT.
DEVELOP PROMOTIONAL CAMPAIGN FOR CAPELIN.
INTRODUCE FISHERY PRODUCT TRADE ENQUIRY SERVICE.

SUCCESSFUL MEET HELD IN JPN \$ REPORT BEING PREPARED FOR EXTAFF. -JPNSE TECH EXP BEING SENT TO CDA. - PROMOTIONAL PROPOSALS COMPLETED; FUNDING UNDER CONSIDERATION. - CDN COS & FISH PROD RECEIVING WIDE PUBLICITY THROUGH S K SHIMBUN.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

ACCESS TO LONG-FIBRE SALED HAY MARKET OF \$100 MILLION PER YEAR. POTENTIAL SALES \$25-35 MILLION AVAILABLE.

MARKET MAINTENANCE/EXPANSION OF CURRENT SALES BY \$25-35 MILLION PER YEAR.