

POST :520-TOKYO

013-CONSUMER PRODUCTS & SERVICES  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MONTREAL FUR FAIR, MAY 89.

JEWELRY & GIFTWARE

I.D. BUYERS OF CDN JEWELLERY  
TO DOUBLE SALES NEXT YEAR

FOLLOW-UP ON REQUESTS RE IMPORT OF CDN JEWELLERY  
TO GET NEW DISTRIBUTORS OUTSIDE OF TOKYO

MEET WITH AGENTS AND REVIEW THEIR IMPORT/DIST. STRATEGY  
TO OPEN NEW DISTRIBUTION OUTLETS

ENCOURAGE NEW ENTRANTS INTO THE MARKET  
TO INCREASE OUR SALES IF POSSIBLE

MEET WITH LOCAL AGENTS RE PUBLICITY & PARTICIPATION IN FAIRS  
TO INCREASE THE NUMBER OF DISTRIBUTIONS AND GET BETTER KNOWN

KEEP OTTAWA INFORMED OF MARKET EVOLUTION  
ATTRACT NEW EXPORTERS

CULTURE INDUSTRIES

CONTINUE TO WORK CLOSELY WITH CDN GROUP RE INDIAN ARTS/CRAFT  
TO SELECT ITEMS MOST LIKELY TO FIND ACCEPTANCE IN JAPAN

I.D. GALLERIES THAT MAY SPONSOR CDN ARTISTS (INUIT & INDIAN)  
TO INTRODUCE INUIT AND INDIAN ART TO JAPAN

ASSIST LOCAL AGENTS IN THEIR MARKETING EFFORTS  
TO OPEN NEW DOORS TO CDN INDUSTRY

INCREASE PUBLICITY OF CDN ARTS/CRAFTS THROUGH TRADE CENTRE  
TO CREATE GREATER AWARENESS OF OUR PRODUCTS

ASSIST EXPORTERS TO ORGANIZE SOLO SHOWS  
TO STIMULATE INTEREST IN CDN PRODUCTS

USE MAIL ORDER CATALOGUES TO ADVERTISE  
TO INCREASE SALES

IN JAPAN