REPT4D 89/12/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FISCAL YEAR 89 FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 520-TOKYO

013-CONSUMER PRODUCTS & SERVICES

JAPAN

ANTICIPATED RESULTS:

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

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MONTREAL FUR FAIR, MAY 89.

JEWELERY & GIFTWARE

POATE REPUBLICATION TO THAT ATTENDED TRADE SHOULD FOR YEAR AND TO TO TRADE REPUBLIC TO THE PERSON OF

I.D. BUYERS OF CND 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

ATTRACT AND A STORE CARD

VISIT GEV STORES AS EXCLUTIONS OF COM PRODUCTS

NEEP OF ALTA NEW YALANGA IN JAHYODA PURALTURE INDUSTRIES TO DETERDINE WHICH BELTOR OF THE NAMET FURT COULD BE O FRALIGHE ARS PHALE HERE'S & DEPORTING PRESENCE ITEMS

PUBLICITY THROUGH TEADS SEATURE COM RE AREI INNELS

TOUDON'S TO ADDRESS PREDICTS INTERESS IN PROMO CON PRODUCTS

TO ALL WAY COUNTRY IN ANY LOUGH LA MANIMUM SHOW

10 TOB-480T 1.0

TRANS MORE TRANSPORT INTO MINISTRY OF FIRANCE

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