

REPT4D  
90/01/23

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

002-FISHERIES,SEA PRODUCTS & SERV.  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

PROMOTE CDN SEAFOOD UNDER CANADA FOOD FAIR PROGRAM  
INCREASED TRADE AND CONSUMER AWARENESS OF CDN SEAFOOD

PROVIDE IMPROVED MARKET INTELLIGENCE INFO TO CDN INDUSTRY  
PERMIT INDUSTRY TO MAKE MORE INFORMED DECISIONS

SEEK BETTER MARKET ACCESS FOR IQ ITEMS  
EXPANDED EXPORTS OF IQ ITEMS

UTILIZE FISH TRADE ENQUIRY SERVICE  
BRING BUYER AND SELLER TOGETHER

IMPLEMENTATION OF \$1.8M CAPELIN PROMOTION CAMPAIGN  
EXPAND CONSUMPTION BY 10,000MT IN 3 YEARS

INITIATE MKT DEV'T ACTIVITIES FOR ATLANTIC HERRING ROE  
DOUBLE VOLUME IN 5 YEARS

CONDUCT MARKET STUDIES ON SPECIFIC PRODUCTS WITH POTENTIAL  
DEVELOP NEW EXPORT BUSINESS

DEVELOP MARKETING STRATEGY FOR B.C. FARMED SALMON  
NEW BUSINESS POTENTIAL OF \$10 MILLION

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1. Provide market intelligence to Cdn industry.  
2. Seek better access for IQ items. 3. Launch  
of capelin promo campaign. 4. Capelin mission  
to Japan. 5. Promotion of Atlantic lobster.  
6. Promotion of surf clam.

1. Survey completed on farmed salmon, research  
underway on herring roe. 2. Meetings held with  
Japanese, cod & mackerel have access. 3. Launch  
in April. 4. Visited in Apr. 5. Campaign under  
development. 6. 3 ad agencies to submit proposal

QUARTER: 2 1. Implement capelin promotion campaign

1. \$2.0 million capelin promotion program has  
began.

QUARTER: 3 -----

QUARTER: 4 -----