

REPORT 4
89/05/10

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

013-CONSUMER PRODUCTS
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SERVICES NOT ELSEWHERE SPECIF.

THROUGH THE OPERATIONS OF THE CANADA TRADE CENTER PROMOTE APPLIANCES.

INCREASE OUR SMALL MARKET SHARE.

THROUGH A PROGRAM OF CALLS WITH AGENTS GENERATE MORE INTEREST IN THEIR PROMOTION OF CANADIAN PRODUCTS.

FIND NEW WAYS AND OUTLETS TO MARKET PRODUCTS.

THROUGH WIN EXPORTS ENCOURAGE CANADIAN COMPANIES TO PARTICIPATE IN THE FURNITURE SHOW IN NOVEMBER.

INTRODUCE NEW EXPORTERS TO JAPANESE MARKET.

SERVICES NOT ELSEWHERE SPECIF.

PURSUCE HIGH TARIFFS ISSUE WITH MINISTRY OF FINANCE.

SALES WOULD INCREASE DRAMATICALLY IF DUTIES WERE LOWERED.

TO IDENTIFY POTENTIAL COMPETITIVENESS OF NEW ENTRIES INTO THE MARKET (USA, AUSTRALIA AND OTHERS).

KEEP OUR SHARE OF THE MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 MARKETING OF CANADIAN CONSUMER PRODUCTS.

8 NEW AGENCY AGREEMENTS AND SIGNIFICANT BUSINESS INFLUENCED IN TEXTILES AND SPORTING GOODS SECTORS.

QUARTER: 2 Marketing of Canadian consumer products.

Major fur workshops undertaken in Tokyo and Osaka. Participation in Tokyo Gift Show, DIY Show, World Jewellery Show and Tokyo Packaging Show.

QUARTER: 3 -Planning participation in Seiyu promotion - Regional shows in Nagoya & Aomori area & others.
-Short term preparation for Gift Show,CSFA miss. sporting goods show,Yokohama Show,Yes Yokohama Health care prod.- Int.report on mail order cat.

Successful participation - -Participated in 5 regional shows. - All events now will planned & ready for execution. - Report partially completed. Info from Cdn Co. late to come.

QUARTER: 4 l.Develop new business in consumer products sector.

l.Participation:Tokyo Sporting Goods Trade Fair, CSGA Mission to Mtl, Tokyo Boat Show, Healthcare '89, YES Yokohama '89