

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 :527-OSAKA

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:MEATS & MEAT BY-PRODUCTS

ASSIST AND FOLLOW UP MEAT PURVEYORS MISSION TO ALBERTA  
DIRECT SALES/MARKET DEVELOPMENT

CANADA FOOD FAIR PROGRAMME  
NINE EVENTS IN FISCAL 89/90

SUB-SECTOR:SEMI & PROCESSED FOOD & DRINK

PROMOTE CDN FOOD PRODUCTS THROUGH CDA FOOD FAIR PROGRAMME  
MARKET AWARENESS/DEVELOPMENT

CONTINUE MINI-FOOD SHOW PROM IN CONGEN MULTI-PURPOSE ROOM  
DIRECT SALES/NEW AGENCY AGREEMENTS

KOBE IMPORT FAIR  
DIRECT SALES/MARKET AWARENESS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Wine Tasting at Consulate  
- organization and logistics  
- invitations

Continuing strong consumer demand for imported food/beverage products cited as reason for this successful event (proposed last year at Food Pacific in Vancouver). Event compliments other food promotions at Congen. Export sales.

QUARTER: 2 -----

QUARTER: 3 1. Kobe Import Fair  
- organization, logistics, media and other promotion, processed food and consumer items  
2. Hankyu Five Canada Food Fair  
- logistics

1. On site sales worth \$ 161,000  
- enhanced Canadian image to consumer  
2. On site sales worth \$ 44,200  
- enhanced Canadian image to consumer

QUARTER: 4 1. Solo-Food Show at My-Dome Osaka.  
2. Canada Food Fair at Restaurant La Cour, Umeda (beef, salmon and beer).  
3. Osaka International Trade Fair - April 90

1. 31 company participants with total on site sales of \$260,000, projected total sales of \$ 3,500,000.  
2. On site sales of about \$15,000.  
3. Recruitment and organization for Cdn Exhibit