

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

UPDATE RESULTS OF CO. THAT ATTENDED TRADE SHOWS LAST YEAR  
TO I.D. CLEARLY THE PRODUCTS CANADA SHOULD FOCUS ON

VISIT HOME CENTRE  
ESTABLISH NEW CONTACTS

TO LOCATE NEW SPORTS EQUIPMENT AGENTS  
TO INCREASE SALES

ENCOURAGE AGENTS OF SPORTS EQPT TO EXHIBIT AT CDN SHOWS  
TO INCREASE NUMBER OF DISTRIBUTORS

PROMOTE IDEA OF SELLING CDN DIY PRODUCTS TO JPN HOME BUILDER  
TO BOOST SALES OF PRODUCTS

INCREASE THE NUMBER OF BUYERS AT MONTREAL SPORTING GOOD SHOW  
TO WIDEN RANGE OF PRODUCTS SOLD IN JAPAN

FURNITURE & APPLIANCES

VISIT DEPT. STORES RE EXHIBITIONS OF CDN PRODUCTS  
OPEN NEW SALES OUTLETS

KEEP UP WITH NEW TRENDS IN JPN/CDN FURNITURE INDUSTRIES  
TO DETERMINE WHICH SECTOR OF THE MARKET THAT COULD BE OF

FURITURE ASS./MAIN MNFG RE IMPORTING SPECIFIC ITEMS  
GET NEW ENTRANTS INTO THE MARKET

PUBLICITY THROUGH TRADE CENTRE CDN RE APPLIANCES  
MAINTAIN OUR SHARE OF THE MARKET

MEET WITH AGENTS TO GENERATE INTEREST IN PROMO CDN PRODUCTS  
FIND NEW WAYS TO MARKET PRODUCTS

ENCOURAGE CO. TO PARTICIPATE IN FURNITURE SHOW  
TO GET NEW EXPORTERS IN JAPAN

ALL SUB-SECTORS

PURSUER HIGH TARIFFS ISSUE WITH MINISTRY OF FINANCE  
SALES COULD MORE THAN DOUBLE IF DUTIES WERE LOWERED

INTEREST TO CDN EXPORTERS

CONTINUE TO WORK CLOSELY WITH CAN EXPORTERS RE JAPAN  
TO SELECT ITEMS MOST LIKELY TO FIND ACCEPTANCE IN JAPAN  
TO INTRODUCE LIGHT AND LIGHT WARE TO JAPAN  
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ASSIST LOCAL AGENTS IN THEIR MARKETING EFFORTS  
TO OPEN NEW DOORS TO CDN INDUSTRY  
INCREASE PUBLICITY OF CDN PRODUCTS THROUGH TRADE CENTRE  
TO CREATE GREATER AWARENESS OF OUR PRODUCTS  
ASSIST EXPORTERS TO ORGANIZE BOOTH SHOWS  
TO STIMULATE INTEREST IN CDN PRODUCTS  
USE MAIL ORDER CATALOGUES TO ADVERTISE  
TO INCREASE SALES