

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

SECTOR :002-FISHERIES,SEA PRODUCTS & SERV.
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR: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
begin.

QUARTER: 3 1. Implement capelin promotion campaign
2. Provide market intelligence

1. \$2.0 million capelin promotion program has
begun.
2. Timely info provided for capelin and herring
roe at time of negotiations.