

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 :527-OSAKA

008-TRANSPORT SYS,EQUIP,COMP,SERV.
JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW-UP WITH COMPANIES REGISTERED TO ENSURE THEY ARE AWARE OF PROCEDURAL CHANGES REGARDING CONTRACT BIDDING.

RESUBMISSION OF REGISTRATION BY SEVEN COMPANIES.

WORK WITH KANSAI AIRPORT PROJECT TEAMS (SUMITOMO, MITSUBISHI ETC.) TO DETERMINE AND IDENTIFY GAPS WHICH CAN BE FILLED BY CANADIAN SUPPLIERS.

INCREASED NUMBER OF CANADIAN COMPANIES FINDING JOINT VENTURE PARTNERS FOR KIAC AIRPORT PROJECT.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

ONE JAPANESE COMPANY TO ATTEND

QUARTER: 2 -----

1500000 ON SITE SALES.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTER: 1 CANADA MEAT PROMOTION ASSOCIATION MISSION TO ALBERTA - IDENTIFIED PLAYERS, NEGOTIATED AND DEVELOPED PROGRAMME IN COORDINATION WITH ALBERTA GOVERNMENT

FIVE HIGH EXECUTIVE LEVEL MISSION TO ALBERTA REPRESENTS 18 MONTHS OF PUBLIC RELATIONS EFFORTS BY CONSUL AND ALBERTA GOVERNMENT. MISSION RETURNED VERY IMPRESSED WITH ALBERTA MEAT AND RELATIONS ESTABLISHED.

QUARTER: 2 CANADA FOOD FESTIVAL - HOTEL HOTEL POST PLANNED AND INITIATED EVENT COINCIDING WITH CIBC.

NINE DAY EVENT RESULTED IN EXCELLENT PUBLICITY FOR PROMOTION OF CANADIAN FOOD PRODUCT EXPORTS AT CONSUMER LEVEL.

QUARTER: 3 Canada Food Expo at Sapporo (fair) planning, legislation, set up and follow up. 2. Sapporo Food Expo. planning, proc. of merchandising aids & display material, 3. participation by our staff incl. CIB, looking demography food

Wetter than expected attendance (over 200) w/ Canadian companies as participants. 2. 748 food exhibits at Sapporo attended, purchasing over \$1 mil. of seafood prod. of P.P.I. of wild. a range of prod. from Canada Packers

QUARTER: 4 Canada Food Fair at Osimaru Dept. - Consular's 7/14 Canada food fair began w/ Osimaru's commitment to hold fair and provided logistical and promotional support.

Resulted in retail sales of approximately \$24,000 (incl VAT) and plans by Osimaru for much larger scale Canada promotion for 1988.