

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 :002-FISHERIES,SEA PRODUCTS & SERV.  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:FISH & SHELLFISH & OTHER PROD

CANADA FOOD FAIR PROGRAMME (DEPT. STORES)  
DIRECT SALES/MARKET DEVELOPMENT/CONSUMER AWARENESS

HOTEL/RESTAURANT CANADA FOOD PROMOTION  
CONSUMER AWARENESS/DIRECT SALES

SOLO FOOD SHOW (TWICE PER FISCAL YEAR)  
NEW AGENCY AGREEMENTS/DIRECT SALES

PREPAR OF MKT PROF FOR SPECIES OF PARTICULAR INT TO CDN SUPPL. OPPORTUNITIES  
IMPROVED KNOWLEDGE OF SECTOR/IDENTIFICATION OF NEW EXPORT

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

- 1. 200 Food Products From Video Distribution
- 2. Sea Food Products Show at Ingersoll Exhibition
- 3. 200 Seminars, 2000 and 2000 Plan & Conduct
- 4. Pre-fab Mapping XII Mission Plan and Execute
- Four Canadian Company Participants

- 1. Kamai Building Products Mission to Canada
- 2. Kama International, 1001 Fair - 21-24 June 89
- 3. 204 Technical Video Distribution Strategy
- 4. 204 Technical Video Promotion

- 1. Eight local participants recruited
- 2. Fourteen local participants recruited
- 3. Distribution Strategy adopted with 200 video
- 4. Kama Promotion Plan for the year 89