

POST :520-TOKYO

013-CONSUMER PRODUCTS & SERVICES
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH,FUR,SHOES) TEXT

PROVIDE THE JAPANESE FUR INDUSTRY WITH REGULAR INFORMATION FROM CANADA.

CREATE MORE INTEREST IN THE MONTREAL FUR SHOW AND INCREASE IMPORTS BY APPROXIMATELY \$2 MIL NEXT YEAR.

MEET REGULARLY WITH THE JAPAN FUR ASSOCIATION TO EVALUATE THE RESULTS OF OUR PUBLICITY IN JAPAN.

INCREASE AWARENESS OF CANADIAN FURS IN JAPAN AND STIMULATE IMPORTS OF SAME.

MEET REGULARLY WITH AGENTS OF CANADIAN SUPPLIERS IN THE APPAREL INDUSTRY TO EVALUATE PROGRESS OVER THE PAST YEAR.

STIMULATE AGENTS TO BE MORE AGGRESSIVE AND TO PARTICIPATE IN REGIONAL FAIRS.

INTENSIFY PUBLICITY AT THE CANADA TRADE CENTER WITH REGARD TO FUR GARMENTS.

ATTRACT MORE CUSTOMERS', DOUBLE THIS YEAR'S SALES.

ENCOURAGE CANADIAN COMPANIES VISITS TO JAPAN AND ASSIST THEM AS APPROPRIATE

INCREASE NUMBER OF CANADIAN COMPANIES SELLING IN JAPAN.

JEWELRY & GIFTWARE

CONTACT OUTLETS CURRENTLY SELLING CANADIAN JEWELLERY.

INCREASE SALES NEXT YEAR.

FOLLOW UP ON REQUESTS RE IMPORT OF CANADIAN JEWELLERY.

TO GET NEW DISTRIBUTORS.

MEET WITH AGENTS AND REVIEW THEIR IMPORT/DISTRIBUTION STRATEGY.

OPEN NEW DISTRIBUTION OUTLETS.

THROUGH THE OPERATION OF THE CANADA TRADE CENTER & THE DIRECT MAIL CATALOGUE, ENCOURAGE NEW ENTRANTS INTO THE MARKET.

DOUBLE OUR SALES TO JAPAN.

MEET WITH LOCAL AGENTS ON A REGULAR BASIS AND ASSIST THEM RE PUBLICITY AND PARTICIPATION IN FAIRS.

INCREASE THE NUMBER OF DISTRIBUTORS.

PREPARE REGULAR REPORTS FOR CANADIAN EXPORTERS ON MARKET EVOLUTION.

ATTRACT NEW EXPORTERS AND ASSIST PRESENT EXPORTERS.

CULTURE INDUSTRIES

WORK CLOSELY WITH A GROP IN CANADA IN CHARGE OF PROMOTING INDIAN ARTS AND CRAFTS IN JAPAN TO IDENTIFY ITEMS MOST LIKELY TO FIND ACCEPTANCE IN JAPAN.

APPOINTMENT OF DISTRIBUTOR, ESTABLISHMENT OF DISTRIBUTION OUTLETS.

VISIT GALLERIES THAT SPONSOR CANADIAN ARTISTS.

STIMULATE INTEREST IN CANADIAN ART & GET BETTER UNDERSTANDING ON HOW TO EXPAND BUSINESS.