

520 - TOKYO

JAPAN

TRACKING:            ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

N/A

N/A

QUARTER : 2

COMPLETION OF ASI INTECH STUDY. TRADING COS INVESTMENT SURVEY MISSIONS. BANK OUTREACH PROGRAM DEVELOPMENT. SEMINARS/INDUSTRY BRIEFINGS & MISSIONS ON SECTORAL BASIS IN CONNECTION WITH BANK OUTREACH PROGRAM. DIRECT MAIL/MEDIA ADVERTISING. CORPORATE LIAISON IN HIGH PRIORITY AND OTHER SECTORS.

COMPLETED AND EVALUATED. MISSION CARRIED OUT FOR C. ITOH; MISSION PLANNING INITIATED FOR NISSHO-IWAI; INVESTMENT BRIEFING FOR MARUBENI. MAINTAINED/EXTENDED RELATIONSHIPS WITH KEY OFFICIALS IN SELECTED BANKS. DEFERRED DUE TO SLOWER THAN EXPECTED PACE OF BANK OUTREACH PROGRAM. FINALIZATION OF CURRENT YR'S BUDGET & STRATEGY; INITIATION OF PRINT MEDIA ADVERTISING CAMPAIGN. FILES MAINTAINED ON 60-80 PROSPECTS ON ONGOING BASIS, WITH PERIODIC CONTACT MAINTAINED & REPORTED ON.

QUARTER : 3

TRADING COMPANIES INVESTMENT SURVEY MISSIONS BANKING OUTREACH PROGRAM: BANKER SEMINAR SEMINARS/INDUSTRY BRIEFINGS & MISSIONS ON SECTORAL BASIS IN CONNECTION WITH BANK OUTREACH PROGRAMS; (04) DIRECT MAIL/MEDIA ADVERTISING.

NISSHO-IWAI MISSION COMPLETED; COY BRIEFING TO AMBASSADOR INDICATED POSITIVE REACTION, IDENTIFICATION OF & INTENTION OF FOLLOW-UP SPECIFIC TRADE & INVEST. OPPOR. (12) INVEST PROMOTION SEMINARS COMPLETED FOR 3 OF 5 SELECTED BANKS; BANKS ASKED TO DESIGNATE "CANADA DESK OFFICERS" & INVITATION EXTENDED TO HAVE HIM COME TO CDA. BANKS' RESPONSE TO ACTIVITIES ENTIRELY POSITIVE. (13) DEFERRED DUE TO SLOWER THAN EXPECTED PACE OF BANK OUTREACH PROGRAM; (14) 3 INSERTS IN NIKKEI

QUARTER : 4

BANKING OUTREACH PROGRAM: BANKER SEMINARS, INDUSTRY BRIEFINGS AND MISSIONS. DIRECT MAIL/MEDIA ADVERTISING. CORPORATE LIAISON IN HIGH PRIORITY AND OTHER SECTORS.

INVESTMENT PROMOTION SEMINARS COMPLETED FOR 2 REMAINING SELECTED BANKS; 4 OF 5 BANKS HAVE AGREED TO DESIGNATE "CANADA DESK" OFFICER FOR SUBSEQUENT LIAISON; FIFTH BANK HAS OFFERED TO ORGANIZE INVESTMENT MISSION FOR CUSTOMERS NEXT FISCAL YEAR. - DEFERRED UNTIL COMPLETION OF BANKER SEMINARS (ABOVE); INCLUDED IN 88/89 POST PLAN. - NEWSPAPER AD CAMPAIGN EXECUTED FEATURING FTA & INTERVIEW WITH AMBASSADOR; JPNESE-LANGUAGE FREE TRADE BROCHURE DESIGNED/