

REPORT 4
89/10/10

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

009-FOREST PRODUCTS,EQUIP,SERVICES
JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

IDENTIFY AND VISIT IMPORTANT CONTACTS IN MARKET FOR FUTURE PROMOTIONAL ACTIVITIES.

GREATER INTEREST IN CANADIAN MANUFACTURED WOOD PRODUCTS. TWENTY CONTACTS WILL BE VISITED.

ORGANIZE SEMINAR IN CONSULATE FOR PROMOTION OF AWARENESS OF CANADIAN WOOD PRODUCTS WITH ASSISTANCE FROM INDUSTRY AND GOVERNMENT.

MORE AND BETTER CONTACT(S) BETWEEN CANADIAN SUPPLIERS AND JAPANESE BUYERS. SEMINARS WILL ATTRACT 20 COMPANY CONTACTS.

REPORT ON CURRENT AND POTENTIAL MARKET SHARE OF EXPORTERS FOR SELECTED SOLID WOOD PRODUCTS.

BETTER UNDERSTANDING OF STRATEGIES COMPANIES NEED TO EMPLOY TO GAIN ACCESS TO LOCAL MARKET.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Cdn Window & Door Mfr's Assn (mission) to Osaka
- develop program provide logistics assistance

Market survey of local requirements will shortly lead to follow-up mission and exhibition by Canadian suppliers using Congen facilities

QUARTER: 3 Kobe Housing Project - preliminary planning for events associated with promotion of Canadian village next year.

Players assembled for production of video, seminars and other promotional activities next fiscal year.

QUARTER: 4 Kobe "canada Mura" Promotion: Planning associated with promotion of project including video tape production, budgeting and initial planning for seminars to be held next fall.

2x4 Association and Cofi providing technical assistance for video which is well underway and on schedule, budget confirmed for promotion associated with project opening and fall seminar