

POST : 520-TOKYO

013-CONSUMER PRODUCTS
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CULTURE INDUSTRIES

- TO VISIT JPNSE GALLERIES THAT SPONSOR CANADIAN ARTISTS.
- TO INCREASE PUBLICITY OF CANADIAN ARTS AND CRAFTS THROUGH THE CANADA TRADE CENTER.
- TO VISIT DEPARTMENT STORES TO ENCOURAGE THEM TO SPONSOR AND/OR DISPLAY CANADIAN ARTS AND CRAFTS.
- TO USE MAIL ORDER CATALOGS TO ADVERTIZE.

- TO STIMULATE INTEREST IN CANADIAN ART AND OBTAIN A BETTER UNDERSTANDING OF HOW TO INCREASE SALES OPPORTUNITIES.
- TO CREATE GREATER AWARENESS OF WHAT CANADA HAS TO OFFER AND TO STIMULATE TRADE ENQUIRIES
- TO WIDEN PUBLICITY CREATE A SALES NICHE IN DEPT. STORES ON A PERMANENT BASIS, AND TO STIMULATE TRADE ENQUIRIES.
- TO INCREASE SALES & TO STIMULATE TRADE ENQUIRIES.

LEISURE PROD. TOOLS HARDWARE

- TO FOLLOW UP ON DIY STEP PROGRAM WITH MITI, JETRO AND DIY ASSOC. AND TO ENSURE DEA REPORT (SEPT 1986) ON DIY MISSION TO JAPAN IS DISTRIBUTED TO CDN INDUSTRY.
- TO CONTACT DIY STORES VISITED DURING DIY MISSION.
- TO MEET WITH SPORTS EQUIPMENT AGENTS AND TO DISTRIBUTE 1986 STUDY ON THE SPORTING GOODS MARKET IN JAPAN.
- TO ENCOURAGE AGENTS OF SPORTS EQUIPMENT TO PARTICIPATE IN REGIONAL SHOWS.
- TO PROMOTE IDEA OF SELLING CANADIAN DIY PRODUCTS TO JAPANESE HOME BUILDERS.

- TO IDENTIFY CLEARLY THE PRODUCTS ON WHICH CANADA SHOULD FOCUS & TO STIMULATE TRADE ENQUIRIES.
- TO INTRODUCE, AS A START, SMALL QUANTITIES OF CANADIAN DIY PRODUCTS IN THOSE STORES.
- TO MAINTAIN OUR CURRENT SALES & TO STIMULATE NEW ENQUIRIES FOR SELECT PRODUCTS THAT SHOW MODERATE GROWTH POTENTIAL.
- TO FIND LOCAL DISTRIBUTORS AND TO MAKE SPOT SALES.
- TO GIVE DIY INDUSTRY INCREASED OPPORTUNITIES/ AVENUES TO SELL IN THE JAPANESE MARKET.

FURNITURE & APPLIANCES

- TO VISIT DEPARTMENT STORES THAT SPONSORED CANADIAN EVENTS LAST YEAR TO EVALUATE RESULTS RE CANADIAN APPLIANCES.
- TO REPORT ON JPNSE FURNITURE INDUSTRY AS A FOLLOW-UP TO THE MITI STEP PROGRAM ON FURNITURE WITH AUSTRALIA AND TO EVALUATE CANADIAN POSITION.

- TO STRENGTHEN OUR SHARE OF THE MARKET IN SOME AND ENCOURAGE OTHERS TO SELL PRODUCTS ON A CONTINUED BASIS.
- TO DETERMINE WHICH SECTOR OF THE MARKET COULD BE OF INTEREST TO CANADIAN EXPORTERS.