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

001-AGRI & FOOD PRODUCTS & SERVICE
JAPAN

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
SEMI & PROCESSED FOOD & DRINK		
-	FOLLOW-UP WITH FOOD CHAINS/DEPARTMENT STORES TO ENCOURAGE CONTINUED STOCKING OF CANADIAN PRODUCTS AFTER FOOD FAIRS AND TO DETERMINED MARKET ACCEPTANCE AND ADVISE EXPORTERS ON WAYS TO IMPROVE PRODUCT PRESENTATION.	AVAILABILITY OF CANADIAN FOOD PRODUCTS IN STORES. SALES OF $1.5 MILLION CANADIAN.
	MARKET RESEARCH INTO AREAS OF OPPORTUNITIES.	IDENTIFICATION OF CDN PRODUCTS FOR THIS MARKET AND NEW IMPORTERS.
	SUPPORT DEPARTMENT STORES/RESTAURANT TO SPONSOR CANADIAN FOOD FAIRS.	FIVE NEW FOOD EXPOSITIONS WILL BE HELD IN DIFFERENT FOOD CHAINS.
	FOOD SHOW ON THE PREMISES OF THE CONSULATE GENERAL.	100 JAPANESE COMPANIES TO ATTEND AND $500000 ON SITE SALES.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	OSAKA MEAT PURVEYORS ASSOCIATION MISSION TO ALBERTA - IDENTIFIED PLAYERS, PERSUADED AND DEVELOPED PROGRAMME IN COORDINATION WITH ALBERTA GOVERNMENT.	FIVE MAN EXECUTIVE-LEVEL MISSION TO ALBERTA REPRESENTS 18 MONTHS OF PUBLIC RELATIONS EFFORTS BY CONGEN AND ALBERTA GOVERNMENT. MISSION RETURNED VERY IMPRESSED WITH ALBERTA BEEF AND RELATIONS ESTABLISHED.
QUARTER: 1	CANADA FOOD FESTIVAL - ROYAL HOTEL POST PLANNED AND INITIATED EVENT COINCIDING WITH CJBC.	NINE DAY EVENT RESULTED IN EXCELLENT PUBLICITY FOR PROMOTION OF CANADIAN FOOD PRODUCT EXPORTS AT CONSUMER LEVEL.
QUARTER: 2	Osaka Solo Food Show at Congen (fair) planning, logistics, set up and follow-up. 2. Nichiro Food Promo. planning, prov. of merchandising aids & display material, & participation by our staff incl. Cdn cooking demonstrations	Better than expected attendance (over 200) w/10 Canadian companies as participants. 2. 748 inst. clients of Nichiro attended, purchasing over $1 mill. of seafood prod. of F.P.I. of Nfld. & range of prod. from Canada Packers
QUARTER: 3	Canada Food Fair at Daimaru Dept. - Daimaru's firts Canada food fair; Congen won Daimaru's commitment to hold fair and provided logistical and promotional support.	Resulted in retail sales of approximately $84,000 (see BAF) and plans by Daimaru for much larger scale Canada promotion in 1989.
QUARTER: 4	Canada Food Fair Programme: Four different organizations sponsored shows during quarter (Hilton New Otani, Miyako Hotels, plus Kintetsu Department Store).	Post initially persuaded organizations to hold these in-store fairs which are now annual events . Post continues to provide organizational and logistical support. See business influenced reports.