

Invest in adaptation initiatives which re-orient and/or build upon the basic strengths of appropriate Canadian products to meet Japanese consumer tastes, by encouraging longer term strategic relationships between Canadian & Japanese firms (especially in the mainstream retail sector) and in light of any new opportunities brought about by the successful conclusion of the Uruguay Round.

Promote projects effectively through cooperative and innovative projects with key decision makers, by taking advantage of emerging challenges to the traditional Japanese distribution and retail system, by fostering linkages in the HRI sector, and by increasing the focus on regional Japanese markets..

FUNDED PROJECTS

<u>ACTIVITY/EVENT</u>	<u>DATE</u>	<u>BUDGET</u>	<u>P</u>
Menu Development	All year	\$60,000/NTS	1
Osaka: New Business Dev-Food (non-traditional business)	All year	\$25,000/NTS	2
Annual Cdn. Culinary Competition	TBD	\$30,000/NTS	3
Canada Days Food Fairs	Jun-Jul	\$50,000/NTS	4
Japnse Chef Training (in Canada)	TBD	\$35,000/NTS	5
Osaka: Food Buyers' Mission	Nov. 94	\$10,000/PEMD	6
Regional Food and Consumer Shows	All year	\$50,000/NTS	7
Company Prod. Demos	All year	\$50,000/NTS	8
Foodex 95	March 95	\$100,000/PEMD	9
Food & Cons. Product Gift Show	TBD	\$10,000/PEMD	10
Osaka: Menu Development	July 94	\$10,000/NTS	11
Key Sectors: Red Meats	TBD	\$100,000/PAC	12
Dehy Alfalfa Business Plan	TBD	\$25,000/PAC	13
Bovine Genetics Business Plan	TBD	\$25,000/PAC	14
TOTAL FUNDED		\$580,000	

UNFUNDED PROJECTS

Osaka: SOLO Food Show	Mar 95	\$33,000/PEMD	15
Fukuoka: SOLO Food Show	Mar 95	\$10,000/PEMD	16
Osaka: CDN Wine Promotion	June 94	\$17,000	17
Fukuoka: Food Buyers Mission	TBD	\$35,000/PEMD	18
CDN Food Trade Press Visits	TBD	\$20,000/NTS	19
Nagoya: Food Messe '94		\$15,000/PEMD	20
Reg Food Market Analysis	TBD	\$100,000/NTS	21
Osaka: Cooking Comp for Execs	June 94	\$20,000	22
Osaka: Int Food Show '94	Oct 94	\$52,000	23

TOTAL UNFUNDED

\$359,000