

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :520-TOKYO

SECTOR :013-CONSUMER PRODUCTS & SERVICES
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

I.D. POTENTIAL COMPETITIVENESS OF NEW MARKET ENTRIES
TO MAINTAIN/INCREASE OUR SHARE OF THE MARKET

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1
1. Montreal Fur Fair Mission.
 2. Canoe/Kayak Mission.
 3. Regional Shows.
 4. Solo Fur Shows throughout Japan.

1. 15 participants bought for approximately \$2 million.
2. 11 Canadian companies represented.
3. Tokyo, Shimane, Koriyama, Sendai, Morioka, Toyama, Iwate.
4. 17 Shows starting in June.

- QUARTER: 2
1. Carried out survey of marine sports market
 2. Tokyo Int'l Gift Show
 3. Promotion of Embassy services aimed at Jpnse.
 4. Sole fur shows
 5. Vancouver Business Mission

1. Study completed - good potential shown
2. Three Cdn companies represented
3. Production of brochure; increased awareness
4. 18 shows in various parts of Japan
5. Companies introduced to contacts

- QUARTER: 3
1. Regional shows in Hiroshima, Fukui & Okinawa
 2. Nagareyama Totem Festival.
 3. Initiated survey of arts & crafts market.
 4. Ad campaign in "Import Magazine" and "IMPEX".
 5. New Import Business Fair
 6. World Fashion Fair - Osaka.

1. Local agents participated in addition to CTC.
2. On site sales through CTC booth, general promotion of Cda.
3. In progress.
4. Enquiries generated
5. Raised Cdn profile.
6. Contacts established.

- QUARTER: 4
1. Regional shows in Nagoya, Yamaguchi & Yokohama
 2. Participation in trade shows.
 3. Carried out studies in DIY & medical imaging.
 4. Conducted buyers' mission to Montreal CSGA Show.
 5. Participation in Hong Kong Fur Fair.

1. Participation by local agents as well as CTC; on-site sales.
2. Increased awareness of Cdn capability; new agency agreements.
3. In progress; completed 2 surveys.
4. New sales & agency agreement concluded.
5. Assisted Cdn exhibitors.