

REPT4D
90/04/05

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

013-CONSUMER PRODUCTS & SERVICES
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MONTREAL FUR FAIR, MAY 89.

JEWELRY & GIFTWARE

I.D. BUYERS OF CDN JEWELLERY
TO DOUBLE SALES NEXT YEAR

FOLLOW-UP ON REQUESTS RE IMPORT OF CDN JEWELLERY
TO GET NEW DISTRIBUTORS OUTSIDE OF TOKYO

MEET WITH AGENTS AND REVIEW THEIR IMPORT/DIST. STRATEGY
TO OPEN NEW DISTRIBUTION OUTLETS

ENCOURAGE NEW ENTRANTS INTO THE MARKET
TO INCREASE OUR SALES IF POSSIBLE

MEET WITH LOCAL AGENTS RE PUBLICITY & PARTICIPATION IN FAIRS
TO INCREASE THE NUMBER OF DISTRIBUTIONS AND GET BETTER KNOWN
IN JAPAN

KEEP OTTAWA INFORMED OF MARKET EVOLUTION
ATTRACT NEW EXPORTERS

CULTURE INDUSTRIES

CONTINUE TO WORK CLOSELY WITH CDN GROUP RE INDIAN ARTS/CRAFT
TO SELECT ITEMS MOST LIKELY TO FIND ACCEPTANCE IN JAPAN

I.D. GALLERIES THAT MAY SPONSOR CDN ARTISTS (INUIT & INDIAN)
TO INTRODUCE INUIT AND INDIAN ART TO JAPAN

ASSIST LOCAL AGENTS IN THEIR MARKETING EFFORTS
TO OPEN NEW DOORS TO CDN INDUSTRY

INCREASE PUBLICITY OF CDN ARTS/CRAFTS THROUGH TRADE CENTRE
TO CREATE GREATER AWARENESS OF OUR PRODUCTS

ASSIST EXPORTERS TO ORGANIZE SOLO SHOWS
TO STIMULATE INTEREST IN CDN PRODUCTS

USE MAIL ORDER CATALOGUES TO ADVERTISE
TO INCREASE SALES