

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 87  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 520-TOKYO

013-CONSUMER PRODUCTS  
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PHARMACEUTICALS, BIOTECHNOLOGY

TO DO MORE PUBLICITY THROUGH THE CANADA TRADE CENTRE.

TO MAINTAIN OUR SHARE OF THE MARKET & TO  
STIMULATE TRADE INQUIRIES.

TO MEET WITH AGENTS MORE OFTEN TO GENERATE MORE INTEREST IN THEIR  
PROMOTION OF CANADIAN PRODUCTS.

TO DISCUSS/DEVELOP/ASCERTAIN NEW WAYS TO  
MARKET PRODUCTS & TO STIMULATE TRADE  
ENQUIRIES.

TO UPDATE OUR IN-HOUSE INFORMATION ON THE MARKET.

TO OFFER MORE ACCURATE INFORMATION TO CDN  
EXPORTERS ON CHOICE OF PRODUCTS APPROPRIATE  
TO JAPAN.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONSUMER CATALOG APPENDIX - DO IT YOURSELF (DIY)  
- CTC/ASSOCIATION - TOKYO INT'L TRADE FAIR -  
CANADIAN MAIL ORDER CATALOGUE PROJECT.

COMPLETED. 25 AGENTS ADDED REPORTS COMPLETED &  
DISTRIBUTED - MORE ACTIVE IN REGIONAL SHOWS -  
SALES Y 6.6 MILLION - RECRUITMENT STARTED.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----