

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; -CDN MAIL ORDER CATALOGUE PROJECT.

COMPLETED. 25 AGENTS ADDED REPORTS COMPLETED & DISTRIBUTED; MORE ACTIVE IN REGIONAL SHOW; SALES \$6.6 MILLION; RECRUITMENT STARTED.

QUARTER: 2 DEVELOP DIRECT MAIL ORDER CATALOGUE; FOLLOW-UP ON DIY STEP PROGRAM; MEET WITH JAPANESE SPORTS EQUIPMENT AGENTS; WORK WITH JAPANESE FUR GARMENT ASSOCIATION; GENERATE FURTHER TRADE ENQUIRIES.

RECRUITED 300 PARTICIPANTS FOR MAPLE LEAF CATALOGUE AND NTS PROJECT. EXCELLENT RESPONSE FROM JAPANESE FUR INDUSTRY TO SHOWS AT THE CDN TRADE CENTER.

QUARTER: 3 REPORT ON MEDICAL EQUIPMENT INDUSTRY. REPORT ON PHARMACEUTICAL MARKET & COSMETICS PROMOTION. PREPARE MAIL ORDER CATALOGUE FOR CONSUMER PRODUCTS. PROMOTE CULTURAL PRODUCTS.

REPORT SENT TO IRPI. COSMETICS SHOW, \$4M SALES. RECRUITED PARTICIPANTS FOR MAIL ORDER CATALOGUE WHICH WILL OFFER PRODUCTS IN JAPAN AT CDN PRICES PROMOTION OF CDN FILMS, EDUCATION SOFTWARE & BOOKS.

QUARTER: 4 CSGA MISSION TO MONTREAL. - TWO MISSIONS TO TORONTO FUR AUCTIONS. - TOKYO SPORTING GOODS SHOW. - TOKYO INT'L GIFT SHOW. - REGIONAL SHOWS (10)

18 BUYERS WENT; SUBSTANTIAL ORDERS AND NEW CDN COS ENTERING JPENSE MARKET. - U.S. 2 MILLION DOLLARS. - \$210,000.00. LARGEST PARTICIPATION EVER. - TWO NEW AGENTS. - APPROX CDN \$200,000.