

POST : 520-TOKYO

013-CONSUMER PRODUCTS
JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

TO PROVIDE THE JAPANESE FUR INDUSTRY WITH INFORMATION FROM SUCH CANADIAN SOURCES AS : GROUP EKSPD, FUR FASHION AND CANADIAN FUR INDUSTRY.

TO MEET WITH THE JAPAN FUR ASSOCIATION TO EVALUATE THE RESULTS OF OUR PUBLICITY IN JAPAN.

TO MEET WITH VARIOUS AGENTS IN THE APPAREL INDUSTRY TO EVALUATE PROGRESS MADE OVER PAST YEAR.

TO INTENSIFY PUBLICITY ON CDN FUR GARMENTS AT THE CANADA TRADE CENTER AND TO STIMULATE TRADE ENQUIRIES.

TO SEEK NEW AGENTS TO EXHIBIT WIDER VARIETY OF APPAREL ITEMS AT THE CANADA TRADE CENTER.

JEWELRY & GIFTWARE

TO VISIT DEPARTMENT STORES TO EVALUATE RESULTS OF 1986 JEWELLERY PROMOTION.

TO FOLLOW UP WITH MAIL ORDER CATALOGS COMPANIES ON THEIR EXPRESSED INTENTION TO ADVERTISE CANADIAN PRODUCTS.

TO REVIEW THE CANADA TRADE CENTER PUBLICITY APPROACH SALES TOWARDS GIFTWARE ITEMS.

TO INTRODUCE NEW PRODUCTS AT THE CANADA TRADE CENTER.

TO MEET WITH AGENTS TO URGE THEM TO PARTICIPATE IN REGIONAL SHOWS

TO DISSEMINATE PERTINENT INFORMATION ON THE JPENSE MARKET TO CDN INDUSTRY THROUGH THE JAPAN DESK AND DRIE REGIONAL OFFICES.

CULTURE INDUSTRIES

TO WORK CLOSELY WITH GROUP IN CANADA IN CHARGE OF PROMOTING INDIAN ARTS AND CRAFTS IN JAPAN.

TO CREATE MORE INTEREST IN THE MONTREAL INTERNATIONAL FUR FAIR AND THUS INCREASE IMPORTS BY APPROX. \$2 MILLION NEXT YEAR.

TO INCREASE AWARENESS OF CANADIAN FURS IN JAPAN.

STIMULATE AGENTS FOR MORE AGRESSIVE MKTING & TO PARTICIPATE TO REGIONAL FAIRS . ASSESS INCREASING JPENSE INTEREST FOR CDN FUR GARMENTS.

TO ATTRACT MORE CUSTOMERS BY BECOMING BETTER KNOWN. AIM IS TO DOUBLE CURRENT SALES.

TO DOUBLE SALES OF SUCH ITEMS AS COWICHAN SWEATERS AND TO STIMULATE TRADE ENQUIRIES.

TO ENCOURAGE STORES TO SELL CANADIAN JEWELLERY ON A PERMANENT BASIS.

TO WIDEN PUBLICITY ON CDN CAPABILITY AND SELECTION AND TO INCREASE SALES AND STIMULATE TRADE INQUIRIES.

TO BOOST SALES UP TO 2 MILLION DOLLARS NEXT YEAR & TO STIMULATE TRADE ENQUIRIES.

TO DOUBLE OUR CURRENT SALES AND TO STIMULATE TRADE ENQUIRIES.

TO ATTRACT LOCAL DISTRIBUTORS OUTSIDE THE TOKYO ENVIRONS.

TO INTEREST NEW EXPORTERS IN THE JAPANESE MARKET.

TO SELECT ITEMS MOST LIKELY TO FIND ACCEPTANCE IN JAPAN.