

CANADEXPORT

Vol.15, No. 1

January 13, 1997

Canada's Action Plan for Japan

"Japan's continued economic restructuring and deregulation has the potential to create countless new and diverse opportunities for Canadian businesses," said Minister for International Trade the Honourable Art Eggleton, as he launched a new edition of *Canada's Action Plan for Japan* in Tokyo, November 26, 1996.

As this fourth edition of *Canada's Action Plan for Japan* is

released, Canada's second-largest trading partner is offering an increasingly favourable business climate in other ways too: Japan's yen is still relatively high-valued, its consumers are becoming increasingly value conscious, it has a large pool of available capital and technologies and, not least, the Japanese business community is keen to develop partnerships with Canadian firms.

In 1995, two-way trade between Canada and Japan surpassed \$24 billion, and exports alone increased by 24 per cent to \$12 billion. Japan is also Canada's third most important source of foreign direct investment, valued at \$12.5 billion in March 1996, and the second-largest portfolio investor, valued at \$43.5 billion in March 1996.

Action Plan Objectives

Canada's Action Plan for Japan provides a co-ordinated and business-led approach to expanding this business relationship. It outlines a strategy to realize trade opportunities in seven of Japan's highest-growth sectors: **building products; fish and seafood products; processed food products; furniture, health care and medical devices, tourism, and information technologies.**

In addition to describing each sector, the *Action Plan* provides an outline of the business climate specific to each sector, the

market opportunities, action plan objectives and specific activities, including participation in trade shows, seminars and trade missions, and dissemination of timely market information and intelligence.

The *Plan* stresses the need for Canadian companies to be aware of what is going on in a particular market, to adapt products to Japanese tastes and lifestyle, and to promote their products effectively in Japan.

Promoting Investment and Partnerships

The *Action Plan* will promote investment in sectors in which Canada has demonstrated particular strengths of interest to potential investors. Tourism, for example, continues to be the *Continued on page 3 - Canada's*

Team Canada: A Current Affair

CanadExport is pleased to announce the launching of a new regular feature within its pages.

Team Canada: A Current Affair will highlight and profile the various initiatives and activities carried out under the Team Canada umbrella.

Team Canada is a partnership between federal/provincial/municipal governments and the private sector dedicated to supporting Canada's international business development efforts.

The feature kicks off in this issue with a look at the Team Canada trade mission currently underway in South Korea, the Philippines and Thailand — a mission that amply demonstrates the Team Canada theme: "Working together, we are taking on the world."

CanadExport would like to hear from you about any Team Canada-related initiatives, activities or programs in which you are involved.

Please send your ideas, suggestions and information to: *CanadExport*, Fax: (613) 992-5791; e-mail: canad.export@extott07.x400.gc.ca

CANADEXPORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

INSIDE

A CURRENT AFFAIR.....	2
GATEWAY TO \$ BILLIONS	4
CULTURAL ATTACHÉ.....	124
CYAP FORUM	
TRADE FAIRS.....	5
SHARING TRADE SECRETS.....	6
OPPORTUNITIES / PUBLS	7