

THE DIY MISSION REPORT MEETING, 13 MARCH 1987 TOKYO

This meeting had three objectives:

- To report on the Hinode Corporation's 7-11 February 1987 visit to Canada;
- To present the findings and observations of the two Canadian DIY missions to Japan; and
- To discuss follow-up activities in support of Canadian manufacturers of DIY and home builders products in light of the growing Japan market evidenced by mission members.

The meeting was hosted by the Canadian Embassy. Members of the STEP Canadian DIY Products Committee and the Hinode Corporation's mission were invited to attend and participate.

The Hinode Corporation's Mission to Canada Report

Hinode's report was presented by the mission leader, Mr. M. Yagami, Managing Director, DMC Department, Hinode Corporation. His general comments were followed by more specific observations by his assistant, Mr. M. Ishizone. During their visit to Canada, William Kushlick, as First Vice-President of the CHHMA, Ruth Zeisler of DEA and Lorne Sweet of DRIE met with them in Toronto at the Canadian Hardware Show. Mr. Sweet was able to accompany the group for their visit to Canadian DIY-type stores and to Canadian manufacturers in the Toronto environ. John Melnyk of DRIE accompanied their visit to British Columbia. Prior to Hinode's visit, the Canadian company D.H. Howden had offered to consolidate Canadian products identified by the Hinode buyers for market assessment at their stores throughout Japan. This was accepted by Hinode to facilitate sample shipments.

Mr. Yagami's general comments on their visit were:

- Mission members did not consider the Canadian Hardware Show in Toronto as "international" in scope. The tie-in between wholesaler and manufacturers was complicated and not easy to understand in that situation. Many of the products were non-Canadian in origin. In fact, two-thirds appeared to be American, making it even more difficult to focus on these which were non-Canadian.