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CANADA'S EXPORT DEVELOPMENT PLAN FOR JAPAN

The Honourable Gerald Regan, Minister of State (International Trade), at a meeting last evening with Canadian businessmen in Vancouver, attended by the Prime Minister, announced the release of Canada's Export Development Plan for Japan.

Mr. Regan was in Vancouver to chair a meeting with senior representatives of Canadian exporting companies who are active in the ASEAN countries and in Japan. "These markets have been the source for tremendous growth in Canadian exports in recent years", Mr. Regan said. He also emphasized that Japan is Canada's second largest export market. The Japanese market is gigantic and has the potential to offer some excellent opportunities for exporters of resource-based and manufactured products. In 1981, the total Japanese import market was \$143 billion; \$20 billion of which was for foreign manufactured products. That same year, two-way trade between Canada and Japan reached \$8.5 billion, of which Canadian exports accounted for \$4.5 billion. Canada's current share of the Japanese import market for all commodities is approximately 3.4 per cent. Indications are that this level of trade will be increased slightly in 1982.

Canada's market development plan for Japan has been prepared to assist the public and private sectors to expand business in Japan. The assessments and proposals it contains form the basis of the Government of Canada's export marketing activities in Japan over the next two or three years. It is part of a series of market development plans for specific countries wherein significant export opportunities are identified in targeted industrial sectors which are consistent with Canadian production capabilities. Other market development plans are in progress for each of the ASEAN countries and will be issued in 1983.