

Tapping Into the Japanese Market

Continued from page 1

tion can be costly, both money- and time-wise. But, says Kurata, after initial funding for market prospecting, a sale could be well worth the effort and turn out to be lucrative.

The assignment of Japanese business experts—25 around the world, including the U.S., Europe and Australia—was initiated by Japan's Ministry of International Trade and Industry (MITI) following the introduction of Japan's import expansion program package.

EAITC is providing financial assistance—under the auspices of the Pacific 2000 element of the Going Global strategy—to the CEA in support of this initiative. The program is seen as complementary to the export guidance provided to Canadian companies by the Canadian Embassy in Tokyo and the Consulate General in Osaka as well as by EAITC's Japan Trade Development Division (PNJ).

Created in 1958, JETRO has a world-wide network system—including offices in Toronto, Montreal and Vancouver—with 48 cities in Japan besides Tokyo.

Originally an export organization, in the last ten years JETRO shifted its focus to imports into Japan, offering assistance programs worldwide to exporters to that country.

Japan's comprehensive import expansion program, designed to make that country an import superpower, includes:

- tax incentives for manufactured imports;
- elimination of tariffs (tariffs have already been eliminated on over 1,000 manufactured items, with almost all machinery entering duty-free);
- expanded budget for import promotion;
- expansion of import loan programs;

- expanded budget for import promotion programs;
- invitations to visit Japan and outgoing Japanese expert and trade missions seeking new products;
- import expansion loan programs and import promotion exhibitions.

These measures cover almost half of all manufactured goods—worth US \$40 billion in 1989—imported into Japan.

Canadian companies looking for

advice on how to break into the Japanese market or on how to find new markets for their products in Japan, can contact Mizuyuki Kurata, Senior Trade Advisor, the Canadian Exporters' Association, 99 Bank St., Suite 250, Ottawa K1P 6B9. Tel.: (613) 238-8731. Fax: (613) 563-9218.

Or contact EAITC's Japan Trade Development Division (PNJ). Tel.: (613) 995-1281. Fax: (613) 996-4309.

Business Opportunities

Biotechnology Firms in Australia Seek Canadian Joint Venture Partners

Australian biotechnology firms have expressed an interest in forming joint ventures with Canadian companies to develop and market products in this field.

One company, Genesearch Pte Ltd., is on the verge of developing technology to biodegrade PCBs, while another is said to have commercially viable technology to decompose solid grease waste in sewage.

However, both companies, as well as universities, are having difficulty commercializing their products because of the small domestic market and a lack of funding.

They are seeking Canadian joint venture partners because of this domestic situation. They also find Canada attractive because of its proximity to the United States market and the Australian perception that Canadian firms are easier to deal with and less liable to being taken over.

For more information on Australia-Canada biotechnology joint venture possibilities, contact Gilles Potvin, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive,

Ottawa K1A 0G2. Tel.: (613) 995-7662. Fax: (613) 996-4309.

BRITAIN — One of Europe's leading manufacturers of injection-moulded plastic containers for materials handling applications wishes to enter into a joint venture with Canadian companies. Contact Philip Lofthouse, Sales and Marketing Manager, George Utz Limited, Amber Business Centre, Greenhill Lane, Riddings, Alfreton, Derbyshire DE66 4BR. Tel.: (0773) 540980. Fax: (0773) 540779.

BRITAIN — A company engaged in the manufacture of lighting equipment for lorries and trailers wishes to act as a UK agent for Canadian production assembly manufacturers of similar products. Contact Denis W. Eagles, Development Manager, PHASA Developments, 5 Hollands Road, Haverhill, Suffolk CB9 8PU. Tel.: (0440) 62014. Fax: (0440) 706255.

TURKEY — A leading food processing firm has an annual requirement for 500 tonnes of honey, preferably of the pine tree or dark flow variety. Contact Akin Ulku, Import Manager, Pinar Sut A.S., Kemalpaşa Asfaltı Nr 1, Pınarbası, İzmir, Turkey. Telex: 53163. Fax: 90-51-183497.