

interaction between Canadian exporters, buyers, architects and other decision makers through trade shows and on-site visits.

5) Health Care and Medical Devices

- Japan is a significant consumer of modern medical products and services and is the second largest international market for imported medical devices.
- About 25 per cent of the Japanese market for medical instruments and equipment, or \$4.6 billion, is imported. Canadian shipments of medical devices to Japan make up about \$30 million or 0.9 per cent of the total import market.
- The Japanese Ministry of Health and Welfare estimates that by the year 2025, 25.8 per cent of the Japanese population will be over 65 years of age, compared to only 13 per cent today. In addition, there are currently about 2.8 million disabled persons in Japan.
- Per capita spending on health care in Japan has risen from about \$1 400 in 1980 to over \$2 400 today. The market for health-care products for the elderly has been growing 5 to 6 per cent a year and is expected to main similar growth over the next 10 to 15 years.
- Particular opportunities in the health-care sector exist for suppliers of wheelchairs, hearing aids, disposable diapers, rehabilitation equipment and portable toilets. The most promising subsectors of medical devices are diagnostic imaging equipment, dental equipment and supplies, implantable devices, and emergency medical equipment.
- Action Plan initiatives feature federal-provincial-industry co-operation in building awareness of Japanese requirements through market information and intelligence, promoting the development of collaborative research and development with Japanese companies, and supporting Canadian participation in trade shows.

6) Tourism

- Japan ranks as Canada's most important overseas market in terms of visitor revenues, generating a record \$549 million in 1994. Long-term Japanese visits to Canada increased by 18 per cent the same year, with total visits up 11 per cent to 563 200. Japanese visitors spend more per day than any other tourists, averaging \$185 per day in 1994.