

Yokohama, Nagoya and Kobe.

Freight Forwarders: Exporters may wish to entrust their shipments to a freight forwarder rather than handling the arrangements for foreign delivery and related documentation themselves. Freight forwarders provide expertise as to the most cost effective shipping arrangements and act as the shipper's coordinator, controlling and monitoring the shipment from collection to delivery. This includes the related documentation, storage, customs clearance, examination of goods, collection of payments and other handling services as specified in the freight handling contract. Cost and quality of service are both important when choosing a freight forwarder. Industry Science and Technology Canada publishes a "Directory of Canadian Customs Brokers and Freight Forwarders" as part of its Business Opportunities Sourcing System (BOSS). Copies may be obtained from your local ISTC office. Online computer access to the BOSS system may be arranged by calling (613)954-5031.

Air: Japan has three main airlines, Japan Airlines, All Nippon Airways and Japan Airline System which together carried 53 million passengers in 1987. Japan Airlines is the international carrier which operates direct flights between Vancouver and Toronto and Tokyo. A parallel service is provided by Canadian Airlines. All Nippon and Japan Airline System serve the domestic market. There is a well developed internal air network with airports in most major cities. The two principal gateway airports are Tokyo (Narita) and Osaka.

Land: Japan's road system is not as well developed as in other industrial countries where road is the dominant means of transportation between major centres. Nevertheless, there is an expanding system of motorways. The road system often becomes quite congested during rush hours, weekends and holidays. Car ownership in Japan is very high with 26.4 million units in 1986. In contrast to the road system, Japan Railways (JR) runs one of the world's most efficient and modern railway systems. JR carries mainly freight traffic while private railways concentrate on passenger traffic. Railway freight traffic has been declining over the past 20 years as more freight is shifted to the congested roads.

Distribution: Japan has a highly complex distribution system which is notorious for its complexity. The system differs markedly from North American and European models. Direct access to the distribution network is nearly impossible for an exporter because of the importance of inside knowledge and personal connections. Success depends upon appointing an agent. For exporters of seafood, trading houses have generally filled this role. This includes the large general trading companies, the sogo shosha with offices abroad as well as smaller specialized traders who deal in specific commodity areas. Trading companies handle some 70 per cent of all