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Japan Offers Unprecedented Market for Foods, Beverages

Dramatic changes in Japanese agri-food production, processing and marketing patterns offer unprecedented opportunities for Canadian producers, processors and exporters seeking foreign markets and investment capital.

Not only is Japan already the largest net food importing country in the world, structural and competitive considerations ensure that foreign foods and beverages will account for an even greater share of Japanese consumption in the foreseeable future.

Domestic Developments

Structural limitations in Japan's agri-food producing sector include: the small size of Japanese

farms (on average, only 1.3 hectares); high land costs (which seriously limit the potential for land amalgamation); a high proportion of part-time farmers (only 12 per cent of Japanese farmers are full-time); and a rapidly aging farm population (60 per cent of Japanese farmers are over 55 years of age).

Competitive challenges include: a major currency appreciation of

240 per cent during the last decade (Y238 to a U.S. dollar in 1985 versus less than Y100 in 1995); falling protection at the border (tariffs will decrease by more than one-third between 1995 and the end of this decade); changing consumer purchasing habits (increasing acceptance of "western style" foods and "value shopping"); and radically modified distribution systems (growing penetration of large-scale retailers prepared to import directly from overseas suppliers).

Combined with these structural limitations and competitive challenges are decisions by Japa-

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Dubai Airport, Housing Projects Could See Canadians Soar

A novel approach to selecting bidders on a major international airport modernization project in Dubai could see Canadian firms soaring to new markets.

The novelty is the creation of a trade fair — **Airport Build & Technology**, October 27-29, 1996 — at which all potential bidders will be invited to display their capabilities, products and services.

One fact is fairly clear: those who participate in the fair essentially become part of the pre-qualified bidders list; those who do not take part in the fair will be excluded from considera-

tion for any part of the project.

The Project

And what a project it is!

Phase I, valued at US\$540 million, includes:

- * an expansion of the airport's capacity to 15.5 million passengers a year.

- * 28 new gates (with loading bridges) and 22 remote gates.

- * 160 ticketing/check-in positions and nine baggage claim carousels. Passengers will be moved on high-speed moving walkways.

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Dubai*

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