

as a "blitz" (the Japanese Minister of International Trade and Industry referred to it, in a friendly way, as the "Pepin typhoon"). I personally met five Japanese ministers, the Prime Minister, and the heads of all five major trading companies, and addressed the Keidanren and the Japanese Press Club.

I believe we were successful in making "our case":

- 1) The Japanese Government and business community recognized that the present "mix" of Japanese imports from Canada did not give a true picture of Canadian export capabilities and that a better trade pattern was required.
- 2) The Japanese were made more aware, thanks to the work of the participating businessmen and officials, that Canada has the capacity for the development of exports of manufactured goods as well as industrial materials and foodstuffs. This process of education is going on and will have to be amplified. A science and technology mission, led by the Honourable Alastair Gillespie, Minister of Science and Technology, is now on its way to Japan.
- 3) Japanese ministers agreed to give special attention to the early resolution of particular trade difficulties which exist between our two countries (live cattle, poultry, apples, etc.).
- 4) The giant Japanese trading companies agreed to co-operate in helping Canadian efforts. In this respect, planning is already well under way for visits to Canada by high-level teams of representatives from three of the largest trading companies in Japan (Mitsubishi, Sumitomo, Marubeni), which will endeavour to develop exports of Canadian manufactured goods and services to their country and to third markets.
- 5) Finally, Canadian industry representatives on the mission better appreciate (and I hope that they are spreading the good word) that it will be necessary to "try harder" to increase Canadian exports to Japan. The new atmosphere and the important high-level contacts established with Japanese industrialists during the mission indicate, however, that their efforts are likely to have a better chance of success now than in the past, especially if they are multiplied.

A whole list of products having a strong market potential in Japan was identified by the mission members and compiled by officials in my Department, and is available on request. Among the more important, let me mention: STOL (short-takeoff-and-landing) aircraft; waterbombers (for fire-fighting); integrated circuits and semi-conductors; aircraft simulators; computer peripherals; computer software; airport ground-equipment; pollution-control equipment; logging equipment; mine-excavation equipment; packaging technology; wooden-housing components and systems; meat and meat products; fish; frozen vegetables; pet food; etc.