

Canadian companies presently exporting to Japan, and those willing to seek strategic alliances.

At the same time, the Embassy\Consulates' staff will identify, together with the **Japan Marine Products Importers Association (JMPIA)**, on a product form basis,

- 1) what level of the Japanese industry (importing, processing, distribution) a Canadian company should interface with and;
 - 2) which Japanese companies are willing to work with Canadian companies.
- Progress must be made in identifying serious candidates in Japan prior to the fact-finding mission of Canadian processors.

Industry representatives identified by FCBC and FCC will visit Japan to meet with fisheries organizations and private companies as initially identified by the Embassy\Consulates-JMPIA to specify new products and target specific technologies that could be applied profitably in Canada. These well-targeted fact-finding missions should be composed of a few members - **not a large group** - who will examine the Japanese seafood market to develop an understanding of how Canadian fish and semi-processed items can be further processed and presented to Japanese consumers, and to identify future trends. They will analyze what Japanese technology can be exploited in Canada, what value-added products can be produced, and determine market sectors where Canada can be cost competitive.

Through one-to-one counselling with Canadian companies, the information gathered will be disseminated and the Canadian industry alerted to opportunities identified during the fact-finding trip, and one-on-one corporate initiatives will be encouraged. CAFE, FCC, FCBC in collaboration with other fisheries associations will lead this key step and the Government of Canada will take steps to help companies to form alliances. (1994-1995)

Over the past few years, British Columbia Trade Corporation has been active in assisting industry associations to develop long term business export plans. With some 10 such plans completed, now is the time to move cross sectorally in the formation of exports alliances. These alliances will be the vehicle for a coordinated long term program to identify markets to obtain sustained sales for the participating companies. (B. C. Trade, 1994-1995)

Using current programs, individual company initiatives to start producing value-added products for the Japanese market will be supported.