
AIAC Fall 1993 Survey for Canada's Action Plan for Japan Task Force in order to address the "Awareness" level of Canadian companies with respect to the Japanese market, and to assess the opportunities and challenges in this market. The results of the survey suggest that companies that have experienced success in Japan have done so on the basis of the high quality of their products and the perseverance of their marketing teams. Barriers to doing business in Japan are often overcome through the use of in-country resources, such as agents or trading companies. The survey highlights the need for government to focus efforts on increasing the overall understanding of how to do business with the Japanese, where key aerospace opportunities exist, and who the most appropriate contacts are.

Society of Japanese Aerospace Companies (SJAC) Space Industry Mission to Canada in conjunction with Industry, Science and Technology Canada, to coincide with Airshow Canada '93 in August 1993.

Production of a series of **Japanese Aviation Market Sub-Sector Profiles** throughout 1994.

Organization of a **Japanese Aerospace Breakfast Workshop in Montreal** in November 1993 in order to increase the awareness of the Canadian aerospace industry of opportunities in the Japanese marketplace.

In conjunction with the Aerospace Industry Association of British Columbia and BC Trade, staging by the International Trade Centre in Vancouver of a **Workshop on Business Opportunities in the Japanese Aerospace Industry** in 1994. The Workshop may include company "testimonials", and representation from other areas of Western Canada, such as Manitoba.

2. *Adapting the Product for the Marketplace*

Assistance to incoming SJAC members and the Kansai International Airport Corporation to participate in **Airshow Canada '93** in British Columbia August 1993.

3. *Promoting the Product in the Marketplace*

Distribution in Japanese of DFAIT's **Canadian Aerospace Capability Guide**.

Follow-up to the July 1992 **Japanese Aerospace Media Mission** across Canada.