

## Japan

With 1990 exports of \$8.2 billion, and \$50 billion in direct and portfolio investment in Canada, Japan is our second-largest *national* customer and a major source of investment, technology and tourism revenues. Japanese imports of manufactured goods from all markets should increase over the next few years, but the long-term prospects for resource imports show little promise for growth. Canada's strategy is to maintain our resource exports base, while capitalizing on growth areas in manufactured goods, acquiring technology, and promoting Canada as a promising target for investment and tourism. Canada is broadening trade representation by establishing offices in Fukuoka and Nagoya and by appointing several Honorary Commercial Representatives. We are also using outreach programs to better prepare export-ready companies and are enhancing market intelligence through detailed sector studies.

### Key Strategic Priorities:

- *agricultural and food products, automotive parts, advanced technology goods and services, fisheries products, transportation equipment, space systems, forest products;*
- *increase Canadian access to new technologies through the Japan Science and Technology (S&T) Fund;*
- *help export-ready Canadian companies prepare for the Japanese market;*
- *promote two-way investment flows and tourism;*
- *boost sales of red meat and seafood through use of the Pacific 2000 program.*

### Key Activities for 1992-93:

- *participate in 21 trade shows in the agri-food, forest products, information technology, electronics, consumer goods and health care sectors, taking place in Tokyo, Osaka, Kobe, Yokohama and Nagoya;*
- *solo shows in Tokyo and Osaka promoting native arts, log home/outdoor living, agri-food, consumer products and building products;*
- *major trade/investment missions dealing with airport security systems, auto parts, aerospace, and software;*
- *12 or more incoming missions (sectors: forestry, building products, forestry equipment, agri-food, furniture, sporting goods, automotive and aerospace).*

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## East Asia (China, Korea, Taiwan, Hong Kong)

East Asia is a region of tremendous economic diversity and market potential. It is home to three of Asia's "Four Tigers": Hong Kong, Korea and Taiwan (the fourth is Singapore). These dynamic and competitive economies are undergoing rapid changes. They are burgeoning markets, as well as sources of investment capital. China is moving toward a more market-driven economy and offers long-term potential. Korea, Taiwan and Hong Kong are involved in extensive national infrastructure projects that provide substantial opportunities for Canadian expertise and technology. Resources and agri-food products dominate current exports; therefore, the continuing challenge is to expand sales of manufactured products and enhance the Canadian presence in niche markets. Canada is interested in strengthening political, trade and cultural links with Hong Kong to ensure that Canadian companies can participate in that market after it becomes part of China in 1997. Canada will also continue to pursue market access issues for agricultural products and financial services in Korea and Taiwan.

### Key Strategic Priorities:

- *agri-food, telecom and transportation equipment, energy and power technology, health products, financial and educational services, space systems;*
- *promote investment into Canada and two-way technology transfers;*
- *maximize Canadian participation in national infrastructure development;*
- *implement the Memorandum of Understanding on Economic Co-operation with Korea, to strengthen our trade and investment ties.*

### Key Activities for 1992-93:

- *20 trade fairs focusing on information technology, environment, and construction sectors;*
- *active support of Canadian interests in national transportation projects;*
- *20 trade missions focusing on transportation systems, investment and strategic alliances;*
- *continued marketing effort in the thermal and nuclear electric power sectors in Korea.*

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