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JAPANESE SOFTWARE MISSION TOURS CANADA

International Trade Minister John C. Crosbie welcomed the visit to Canada of the representatives of 9 Japanese companies and 2 associations. They will attend seminars and hold individual meetings with some 150 Canadian companies in Ottawa, Montreal, Toronto, Waterloo, Calgary and Vancouver, September 4-14. It is the first time that such a mission from Japan has ever visited Canada.

"Canada has among the most highly reputed software producers in the world today," Mr. Crosbie said. "As mission members tour across Canada, they will gain a greater appreciation of the dynamism and excellence of the Canadian software producing sector."

Coinciding with the incoming mission, the Department of External Affairs and International Trade will release the latest title in the Japanese market study series, The Software Market. The study offers general guidelines on how to enter the Japanese software market, a list of the major specialized trade shows in Japan, names of key associations in the Japanese information industry, and important contacts in Japan.

"With an annual growth rate of 20 per cent, the Japanese software market offers much opportunity for Canadian producers," Mr. Crosbie said.

Publication of this study and sponsorship of this mission was made possible through funds allocated under "Going Global", the government's trade promotion program announced last year by Prime Minister Mulroney.

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