
Table of Contents

	<i>Page</i>
I. Introduction	1
<i>The Japanese Economy</i>	<i>1</i>
<i>Canada - Japan Trade</i>	<i>3</i>
II. The Japanese Market.....	4
<i>Overview</i>	<i>4</i>
<i>Regional Markets</i>	<i>5</i>
<i>Marketing Fundamentals</i>	<i>5</i>
<i>Distribution System</i>	<i>8</i>
<i>Government Procurement</i>	<i>10</i>
III. Market Entry	11
<i>Customs Requirements</i> <i> and Regulations</i>	<i>11</i>
<i>Intellectual Property</i> <i> - Patents and Trademarks</i>	<i>11</i>
<i>Industrial Standards</i>	<i>13</i>
<i>Sources of Market Information.....</i>	<i>14</i>
<i>First Contacts</i>	<i>15</i>
IV. Business Practices.....	17
<i>Interpreters.....</i>	<i>17</i>
<i>Follow-up.....</i>	<i>17</i>
<i>Corporate Hierarchy.....</i>	<i>17</i>
<i>Business Styles.....</i>	<i>18</i>
V. Services from Canadian	
<i>Trade Offices in Japan</i>	<i>19</i>
<i>General</i>	<i>19</i>
<i>Canada Trade Centre</i>	<i>19</i>
<i>The Canadian Chamber of</i> <i> Commerce in Japan.....</i>	<i>20</i>