

BUSINESS CONDUCTED: OPPORTUNITIES EXPLORED

Although the volumes involved were small, six of the participating companies on the two DIY missions reported either immediate and/or potential sales for their products. Liaison activities aimed at facilitating and reinforcing the success achieved on these missions are ongoing.

1987/88 EXPORT MARKETING INITIATIVES

The Canadian Embassy in Japan is currently discussing with MITI, JETRO, and Japan's DIY and Home Builders Associations and industry the feasibility of conducting information dissemination seminars across-Canada in June 1987. These would be aimed at Canadian manufacturers of wood and hardware products for specifically the home builders/decorator, but including the DIY, market. Participation by the first and second DIY mission members in their region, and by the CHHMA, DEA Japan Desk, and DRIE sector branches will be co-ordinated as this project is finalized.

Following on this theme, the emphasis of the third mission to Japan (Fall 1987) will be shifted from the DIY market sector to that of the new residential construction and contractual renovation market. DEA and DRIE are currently planning a Canadian manufactured wood products mission to Japan in September 1987 to complement a Canadian information booth at the Japan Home Show (see Appendix K for list of 1986 show exhibitors). This activity will be similar in format to the one designed for the Second International Japan DIY Show and the second DIY Mission in September 1986. The Japan Home Show has been chosen for Canadian participation this year given its greater emphasis on wood products. Recruitment for this mission, and company participation in the Japan Home Show to complement the Canadian information stand, will begin in Spring, 1987.

There will be a concerted effort to involve some of Canada's larger, more competitive millwork firms to seriously look at market penetration in Japan. Opportunities in the DIY sector will continue to be explored and monitored. An incoming buyers mission from Japan is being planned to coincide with a Canadian trade show primarily exhibiting manufactured wood products and other building materials. In addition, more emphasis will be placed on plant visits to Canadian wood and wood-related manufacturers to meet the specific market interests of these buyers.