

## Preface

Canadian exporters are discovering a new Japan. Firms which have focussed their efforts on specific target market segments have seen their results soar. Their success bears witness to important changes which have recently occurred in the Japanese market.

Since the mid 1980s, the substantial appreciation of the yen, Japan's concerted policy of domestic demand stimulation and a shift towards a more open import regime have significantly enhanced the competitiveness of Canadian goods in the Japanese market. Specific opportunities have emerged in areas previously closed to foreign suppliers.

This "Export Opportunities in Japan" series is published by the Department of External Affairs to assist Canadian exporters in seizing these exciting new opportunities. It pinpoints specific market segments where new Japanese import demand meets proven Canadian capability. It includes market segment profiles, details specific market technical characteristics, documents success stories and provides market bibliographies and key contact lists.

The series is designed not only as a reference and guide but also as the basis for future joint marketing action by Canadian firms, their trade associations and Canadian government departments. The series has been produced in consultation with the Japanese Export Trade Organization (JETRO) and has the support of the Japanese Ministry of International Trade and Industry (MITI).

The popularity of bottled water in Japan is ever increasing and import figures bear witness to this trend showing growth rates of nearly 200 per cent in 1987 and 1988. The Canadian image of a clean and beautiful country is a strong marketing asset placing Canada in a prominent position to expand its market share. This profile of the Japanese market for bottled water covers key marketing and regulatory considerations for the Canadian exporter and identifies major Japanese importers as well as industry and government organizations. The study was initiated and supported by the Japan Trade Development Division of the Department of External Affairs.

Further information and guidance is available from:

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*The Canadian Embassy in Japan has made important contributions to this series of market studies. Additional assistance and information is available from the Embassy in Tokyo.*

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