

retailers, importers and home builders on the capability of the Canadian furniture industry, either before or after the Tokyo International Furniture Show.

- Commission a market study on Okawa City's furniture sector. The Okawa region has more than 600 furniture manufacturers, which provide as much as 12 per cent of the domestic production. The city is now emerging as a major import and distribution centre for the whole country. The study will focus on identifying the main wholesalers and importers in Okawa, the types of furniture imported through Okawa, and the prices and origin of these imports, as well as suggest strategies for Canadian furniture manufacturers to tap into this distribution channel. The study will also look at the research and development opportunities in this sector and will examine the possibilities of joint ventures between Canadian and Japanese companies, since many companies in the Okawa region have been moving some of their production facilities off-shore.
- Provide timely market information and intelligence to Canadian companies by profiling major Japanese importers, buyers, and manufacturers. This information will be disseminated through the industry associations.

The Industry Lead Group

Julie Poliquin
Marketing Co-ordinator
Quebec Furniture Manufacturers
Association
1111 Saint-Urbain Street, Suite 101
Montréal, Quebec
H2Z 1Y6
Tel: (514) 866-3631
Fax: (514) 871-9900

Neil Devereaux
Director, Distribution and Marketing
Services
Ontario Furniture Manufacturers
Association
P.O. Box 85, Suite 200
6900 Airport Road
Mississauga, Ontario
L4V 1E8
Tel: (905) 677-6564
Fax: (905) 677-5212

Joe Malko
President, Furniture West Inc.
1873 Inkster Boulevard
Winnipeg, Manitoba
R2R 2A6
Tel: (204) 632-5529
Fax: (204) 694-1281