

maximizing the benefit of promotional expenditures. Commodity association and company sponsorship are important in determining which Canadian products are highlighted in this successful program.

In addition to specific trade development activities in Japan, a series of programs exist to assist Canadian exporters with the promotion of their products in the Japanese marketplace.

DFAIT's Program for Export Market Development (PEMD) supports Canadian firms and associations in their international business development endeavours. The PEMD objective is to increase export sales of Canadian goods and services by sharing the costs of activities that companies normally would not undertake alone, thereby reducing the risks involved in entering foreign markets.

The Agri-food Industry Market Strategies (AIMS) encourages and assists industry associations to develop strategic marketing and promotional plans for target countries. AIMS also co-ordinates the financial assistance needed to carry out the strategies.

Agriculture and Agri-food Canada's "Agri-food 2000" program is designed to help the Canadian agri-food industry increase sales of agriculture, food and beverage products in domestic and foreign markets. The program targets agriculture and food producers, processors and exporters who are working collectively through associations, marketing boards or alliances.

The provincial governments are also strongly committed to supporting Canadian companies in the Japanese market. In addition to the presence of some provincial government staff in Japan, provincial programs and initiatives contribute significantly to

Canada's export success.

The Industry Lead Group

The Federal-Provincial Market Development Council served as the lead group in the review and fine-tuning of this chapter of the Action Plan for Japan. The addresses and telephone numbers of most members are included under "Government Contacts".

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