

## Action Plan for Japan — Continued from page 1

### Missions to Japan

Recently, a mission of Atlantic herring egg producers travelled to Japan in connection with the **Action Plan**. It published a detailed report and organized a seminar in Moncton on July 28, 1994, in order to extensively explore the Japanese market for herring eggs, and to enable Canadian exporters to develop a product that better meets the changing needs of the Japanese market.

A second Canadian mission in June 1994, involving sea urchin eggs, travelled to Tokyo, Osaka and Hokkaido Island, with the objective of developing and consolidating Canada's relations with this promising Japanese niche market for fisheries products.

### Promotional Projects

Promotional projects, such as Canadian participation in the Tokyo International Seafood Show from June 21 to 23, 1994, (see article on Page 4) and two Canadian shows in Fukuoka and Osaka were also made possible through the **Canadian Action Plan for Japan: Fisheries Sector**.

Famous chefs from the most prestigious Japanese hotels visited Charlottetown, Halifax and Quebec City, where a seminar with chefs from Newfoundland and

New Brunswick was held to once again introduce the Japanese to Canadian seafood delicacies.

Seminars were also held in Kobe, Osaka and Kyoto to promote Pacific salmon for restaurants and hotels in the Kansai region. Posters and brochures were also specifically produced to promote Canadian fisheries products on the Japanese market.

### Additional Activities

A number of activities must still be detailed in connection with the **Action Plan for Japan**:

- The Department of Foreign Affairs and International Trade (DFAIT) is following up on the sea urchin mission, which could include organizing seminars and a visit by Japanese business people.
- The Vancouver International Trade Centre is organizing a visit to British Columbia by Japanese chefs and journalists for next month.

- The Canadian Fisheries Council is currently managing a project to develop strategic alliances between Japanese companies in the Hokkaido region and Canadian companies in the Maritimes.

- The British Columbia Salmon Marketing Council (BCSMC) is setting up a similar project.

These initiatives, in addition to all of the others in the **Action Plan** are selected and often carried out by the industry and its groups.

This fall, in conjunction with industry, provincial governments and other federal departments, the Japan Division of DFAIT will coordinate the updating of the **Action Plan** and the selection of activities scheduled for 1995-96.

Please send your company or group's ideas, suggestions and initiatives for the **Canadian Action Plan for Japan: Fisheries Sector** to G. Daniel Caron, Japan Division, by telephone (613) 995-1677 or by facsimile (613) 943-8286.

## Export Awards *Continued from page 1*

success in maintaining competitive markets.

In its 12-year history, 159 companies have received the Canada Export Award, from over 2,500 applications. This year, Canada's geographic and industrial diversity is again well represented, with winners spread across the country and products ranging from sophisticated telecommunications equipment and environmentally-friendly packaging to unique home and office furnishings and large-scale tractors and trucks.

Look for a special feature on the 1994 Canada Export Award winners in an upcoming issue of **Canada-Export**.

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