

information may be obtained at the JSA's three public libraries, its Database Service, or its consultation service, run by its International Standardization Cooperation Centre (see Appendix D).

Sources of Market Information

Japan is comparable to Canada in terms of the volume, quality and availability of demographic, economic, commercial, industrial and other similar information generated by public and private organizations. Most of this information, of course, is available only in Japanese and therefore accessible to most Canadian firms only through intermediaries such as agents or distributors, or a contracted market research company. Among the latter, there are numerous well qualified firms, many of which specialize in work on behalf of foreign clients and which are capable of undertaking a wide variety of market research assignments. Fees are comparable to those in Canada.

The Japan External Trade Organization (JETRO) publishes a broad range of market surveys covering specific sectors which are available to exporters without charge. Information on these publications is available from JETRO offices in Canada or Japan (see Appendices C and D).

The Department of Foreign Affairs and International Trade has also prepared, or commissioned, a number of market studies which are available to exporters. Enquiries regarding these should be directed to the Department or the Embassy in Tokyo. Responsibilities within the Japan Trade Development Division (PNJ) of the Department are divided along sectoral lines. Officers are therefore able to provide expertise, advice and detailed information to the exporter on specific sectors.

Exporters should also consider participation at Japanese trade fairs and commercial exhibitions as an effective method of both assessing the market and making useful contacts. Japan has a very large number of such trade shows, many of them highly specialized, which can be useful vehicles for "testing the water". Because of the preparatory requirements of such events, however, as well as the need to communicate with visitors in Japanese, the prior selection of an agent or distributor will usually be a precondition to effective participation.