

CANADEXPORT

Vol.8, No. 21

December 17, 1990

Expert Advice on Exporting to Japan

A top Japanese professional is now on hand in Canada to help exporters take advantage of Japan's import expansion program designed to stimulate imports into Japan.

As a six-year produce and general products import-export manager in the large Japanese trading company Sumitomo Corporation's Toronto office, Mizuyuki Kurata is eminently qualified to guide Canadian exporters to the demanding but highly lucrative Japanese market.

The Japan External Trade Organization (JETRO) and the Canadian Exporters' Association (CEA)—with External Affairs and International Trade Canada (EAITC)'s initial support and encouragement—established an agreement for Kurata's two-year secondment, as senior trade advisor, to the CEA.

This appointment will allow Kurata to not only respond to exporters' and export-ready companies' queries but above all to take to the Canadian exporting community the message that Japan has liberalized its import laws.

To promote exporter awareness and exporter readiness, Kurata has already taken the "message" to major Canadian cities, including Vancouver, Toronto, Ottawa, Montreal and Halifax—it was here that his arrival was officially announced at CEA's Annual Convention in October.

At these visits, Kurata explains Japan's import expansion program; how Japanese trade companies work and what their requirements are; how Japanese trade shows operate; and the possibilities of product modi-

INSIDE

A New Look at Exporting.....	2
Selling to U.S. Government.....	4
Taiwan Trade Shows 1991.....	5
Europe '92: Industrial Products	6
London, Verona Fair Venues.....	7
Free Trade Bulletin.....	8
Brazil Imports Agri-Products... 10	
EAITC's Resources and Chemicals Division.....	11

fications for the Japanese market.

Japan's trade expert suggests different ways for product exposure, including:

- contacting Japanese trading companies in Canada for networking, gaining market intelligence, consulting trade indexes of Japanese firms (the Canadian Chamber of Commerce in Tokyo has some 100 members, and there are up to 500 Japanese companies in Canada, 15-20 of them being trading houses);
- inviting a Japanese mission

to Canada;

- sending product samples to trade fairs in Japan (contrary to practices in major trade fairs in other parts of the world, products are rarely sold at trade shows in Japan);

- visiting the Japanese market to assess size, depth, and meet prospective clients, distributors, importers.

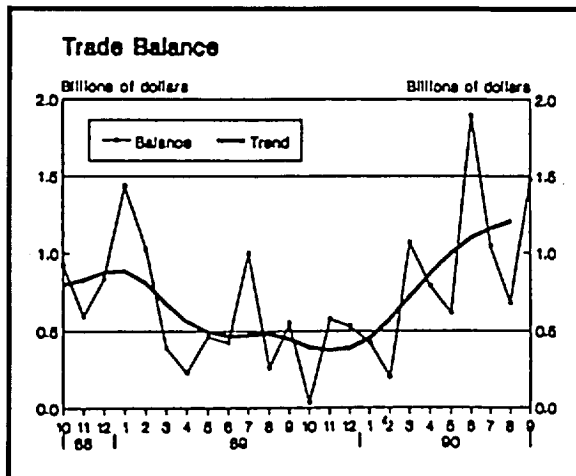
Kurata's daily work includes preparing for seminars given across the country, and answering calls.

About 50 to 60 per cent of these calls, Kurata says, come from novice exporters seeking advice on such questions as import duties, product specifications, customs clearance, and a list of contacts—importers, trade indexes.

Calls received from companies already exporting to Japan range from list of contacts to what is the next step in exporting to Japan. Kurata's expert advice covers a range of topics, including:

- sending product brochures, data, samples;
- shipment requirements, customs clearance;
- the benefits of Japanese trade shows;
- what response to expect from prospective customers;
- need for change in specifications;
- competitive pricing, sharing expenses;
- negotiating pricing.

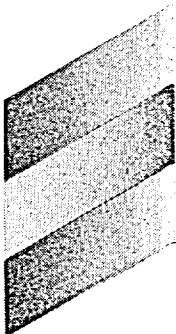
However, the advisor is quick to point out that one must take seriously any Japanese proposal for product modification, and that the development stage in Japanese market penetra-



Canadian merchandise exports for September increased by \$424.3 million over August—for a total of \$12.2 billion—while imports declined by \$373.1 million—to \$10.8 billion—giving an increase in the trade surplus of \$797.4 million. The surplus in September stood at \$1.5 billion.

Continued on page 3 — Tapping

External Affairs and
International Trade Canada



Canada