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Japan Home Show 94, Tokyo, November 1994

Building Products Solo Shows, Osaka/Nagoya/Fukuoka

Sapporo/Sendai Building Products Shows

Japan Stone Show

Wooden Apartment Seminar Series in Japan

Canada Days in the Kansai

Kobe Interhome Fair

Kansai Building Products Mission to Canada

There will be several self-funded incoming buyers missions to Canada to visit pre-selected Canadian manufacturers and to attend Home Shows.

Japanese buyers will also visit U.S. shows where Canadian manufacturers will be exhibiting their products. When feasible, Canadian stands at these events will have staff and facilities to welcome Japanese buyers and facilitate their interaction with Canadian companies.

The B.C. Trade Development Corporation and B.C. Wood Specialities Group have organized a Canadian Building Products Exhibit for display at eight or more trade shows in Japan, starting with the Japan Home Show, November 24-27, 1993 in Tokyo. Some 20 companies will participate in this unique travelling exhibit. In addition, B.C. Trade publishes the Canadian Building Products and Services Directory, in Japanese, with a distribution of 13,000 copies annually. Listing in this directory is open to any Canadian company. These activities complement B.C. Trade's "Canada Comfort Direct" (CCD) concept aimed at establishing product demand and facilitating distribution in Japan. CCD calls for buyers missions to Canada, a manufacturers' directory and an electronic hotline in Japan, the travelling exhibit, and one-stop shopping by means of a proposed show-room/distribution centre in the Vancouver area, where buyers can assess products and place orders for immediate shipment to Japan.

Additional activities will be incorporated as they are developed during 1994/95.