

NOTICE TO READERS

During the past several years, the Fisheries Division of External Affairs and International Trade Canada has worked, in conjunction with the Fisheries Council of Canada and the Canadian Association of Fish Exporters (CAFE), to increase exports of herring roe from Atlantic Canada to Japan. Joint efforts include a mission from Atlantic Canada to Japan in November 1988, the subsequent publication of a report on the mission and the staging of a series of workshops to explain the mission's findings to the industry. Copies of the mission report are available from Fisheries Division.

East coast herring roe is processed in Japan and becomes AGITSUKE KAZUNOKO, a popular snack food. In 1989, CAFE and Fisheries Division decided to cooperate in producing a study of the Japanese market for agitsuke kazunoko, with a view to providing the industry with the basis for a promotional campaign. This booklet, based on an extensive consumer survey throughout Japan carried out in 1989, is the result.

New exporters are reminded that the first point of contact for assistance in marketing abroad is the nearest International Trade Centre (ITC). A list of ITC's is included in this publication. Established exporters who wish to explore opportunities in the Japanese market may contact:

**Agriculture and Fisheries Section
Canadian Embassy
7-3-38 Akasaka
Tokyo 107
Tel:(011-81-3) 408-2101
Fax:(011-81-3) 479-5320/470-7280**

Trade Commissioners or Commercial Officers at the Embassy can help you:

- *promote your company to local customers;**
- *advise on marketing channels;**
- *recommend appropriate trade fairs;**
- *identify suitable foreign firms to act as your agent;**
- *help you find credit and business information on potential foreign partners;**
- *intercede to help solve problems with duties, taxes or foreign exchange;**
- *advise you on a country's current trade, business and financial environment and practices;**
- *advise and assist you with foreign joint ventures and licensing.**