

## Preface

Canadian exporters are discovering a new Japan. Firms which have focussed their efforts on specific target market segments have seen their results soar. Their success bears witness to important changes which have recently occurred in the Japanese market.

Since the mid-1980s, the substantial appreciation of the yen, Japan's concerted policy of domestic demand stimulation and a shift toward a more open import regime have significantly enhanced the competitiveness of Canadian goods in the Japanese market.

New export opportunities are not limited to the greater Tokyo area where soaring real estate prices add to the high cost of doing business in Japan's largest and most densely populated city. Major cities such as Sendai in the Tohoku region have experienced significant economic growth.

Tohoku's approximately 12 million residents account for slightly under 10 per cent of Japan's total population. In 1987, the region's gross domestic product reached ¥28.8 trillion, or just over 8 per cent of the national total. Tohoku comprises the seven prefectures of Aomori, Akita, Iwate, Yamagata, Miyagi, Niigata, and Fukushima. Tohoku has been very successful in attracting new industry and in 1989, led the country in new factory start-ups. Primary industries remain the mainstay of the economy and internationalization is seen as key to future development of the region.

This guide describes Tohoku as a market and outlines the opportunities it holds for Canadian exporters.

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*The Canadian Embassy and Consulate General in Japan have made important contributions to this series of market studies. Additional assistance and information is available from the Embassy in Tokyo, the Consulate General in Osaka and the Consulate in Fukuoka.*

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