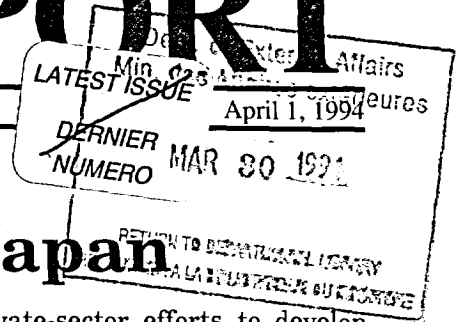


# CANADEXPORT

Vol.12, No. 6



## Status Report

# Canada's Action Plan for Japan

*Everyone talks about Japan, but nobody does anything about it — nobody, that is, but forward-looking Canadian exporters!*

Canada's exports to its second largest market, Japan, dropped by over \$1 billion in 1991 and recovered only slightly in 1992. In 1993 Canada regained the \$1 billion — and more!

What's happening to trade with Canada's largest overseas partner?

The answer is twofold. While wildly fluctuating commodity prices are a major factor, it has been clear for some time that long-term opportunities for Canada's lesser-processed, traditional exports will remain flat or decrease, while Japan will continue to increase its imports of value-added products.

Canadian companies that have seized this trend are experiencing real success in the Japanese market for specialized manufactured goods and services. More firms need to appreciate Japan's long-term strategic importance and follow the same trend.

By responding to Japan's evolving economy, Canadian business can take advantage of emerging market opportunities and adapt to Japan's changing import needs. Participation in the growth segments of the market will ultimately position Canadians for business opportunities in Asia Pacific and other world markets.

The ACTION PLAN, announced last Spring, is designed as a cooperative venture to tailor government's role as the provider of services and information in support of

private-sector efforts to develop and enhance business with Japan.

An analysis of the Japanese market and Canadian industrial capabilities provided the starting point, with the identification of seven priority sectors: building products, fish products, processed food, auto parts, aerospace, info technology, and tourism.

## Focus on Indonesia

A 12-Page Supplement

The three key objectives of CANADA'S ACTION PLAN FOR JAPAN are to:

- increase awareness of Japan's changing market dynamics;
- adapt products to these changes; and
- respond to the marketing challenges of these changes in Japan.

What has happened so far?

The key to the PLAN's success is its cooperative, team effort. In the lead are industry groups, one for each priority sector. In some cases these are coalitions of industry

Continued on page 4 — Canada's

## INSIDE

BUSINESS OPPORTUNITIES .....	3
SEMINARS .....	3
GG IN HONG KONG AND IN CHINA .....	4

## BCNet Means World Business

Partnerships. Globalization. Information exchange.

These are the strategies for success in the 1990s. In the current economy, survival for businesses often means reaching beyond national borders, not only to develop new markets for products and services, but to access new capital, engage in technology transfer, and perform cooperative research subcontracting and development.

But how does a small or medium-size enterprise access the information and the capital to forge partnerships and go global?

Moreover, how do busy entrepre-

neurs find the time and the money to evaluate countless possibilities to find just the right company to deal with, navigate through unfamiliar economic or legal territory — often in a foreign language — and position their company so as to attract interest?

The Business Cooperation Network (BCNet) provides workable answers to these questions. BCNet is an international partnering service recently brought to Canada from the European Union by Industry Canada and Foreign Affairs and Interna-

Continued on page 2 — BCNet