

Since 1988 the Japanese have been gradually opening up their market to beef imports. Quotas on imports of beef will be eliminated in April 1991.

In response to the lifting of quotas, EAITC has been working closely with the Canadian beef industry and provincial governments to develop a co-ordinated export approach to the Japanese market. In 1989, Canadian beef exports to Japan totalled \$26 million, a significant increase over the \$10 million and \$12 million in beef exports for 1988 and 1987 respectively.

The conference in Calgary will feature presentations by 20 experts from Canada, Australia, New Zealand, Japan, the U.K. and the United States. Amongst other topics, the experts are expected to recount case histories and outline successful selling methods applicable to Japan and to other countries in the Pacific Rim region.

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