

— are enormous. An additional \$1 billion would be pumped into the Canadian economy each year, creating 20 000 new jobs.

- These strategies include: the promotion of tourism to Canada during the off-peak months by Canada's major airlines; the development of a comprehensive cross-cultural skills and awareness training program for delivery in various sectors of the Canadian tourism industry; an action plan to meet the needs of independent Japanese travellers; and the development of special train and bus passes for Japanese tourists.

7) Information Technologies

- Canada's information technology industries (including telecommunications, software, processing and professional services) had export sales of about \$11.4 billion last year, generating roughly one quarter of total revenues.
- The proliferation of personal computers in Japan and the introduction of the Windows operating system create new opportunities for fast-growing Canadian software producers. Canadian software companies now have about 5 per cent of the software import market. Action Plan initiatives focus on: expanding this share by concentrating on niche markets, where Canada's small and medium-sized software firms excel; distributing promotional materials to Japanese firms to increase their awareness of Canadian capabilities; and encouraging strategic partnerships.
- Expansion and liberalization of the Japanese telecommunications sector creates opportunities for Canadian suppliers. Detailed market intelligence and close monitoring of changes to the regulatory environment are therefore central to the Action Plan. Participation in events such as the Canada-Japan Telecommunications Exchange, planned for April 1995, is the type of activity aimed at linking Canadian technology with Japanese business and industry association representatives.