

The survey's description of the Japanese market for DIY products and services and its assessment of export opportunities, led to the second DIY Mission to Japan recruited by the Government of Canada (see Appendix C for membership). The programme in Japan, from 11 - 19 September 1986, was arranged by the STEP Canadian DIY Products Committee. As a complementary initiative, DEA sponsored a Canadian Information Booth at the second International Japan DIY Show in Tokyo.

During this second mission, at a briefing held by the Hinode Corporation (see Appendix D for company profile) at its East Omiya DOITTO Store, Hinode announced its plan to sponsor a twenty member Hinode buyers mission to Canada 7-11 February 1987. Although initially the Canadian Hardware Show in Toronto was their primary focus, DRIE and DEA, in planning their itinerary, arranged for mission members to meet with several Canadian DIY manufacturers of wood and wood-related products and to tour Canadian types of DIY stores in Ontario and British Columbia.

The Hinode mission's comments and observations on their visit to Canada were presented in Tokyo on 13 March 1987 at a meeting hosted by the Canadian Embassy (see Appendix E for attendees). At this meeting DEA took the opportunity to present an overview of Canada's two DIY missions to Japan and of the Canadian response to the MITI STEP initiative as it pertained to Canadian DIY products. Discussion of follow-up activities planned for both sides of the Pacific concluded this meeting.

The last formal meeting of the STEP Canadian DIY Products Committee was held in Tokyo 26 March 1987. It presented all members with the opportunity to review activities and results.

The preceding activities were designed and undertaken with the express intention of presenting the Canadian DIY industry with a better awareness of possible market niches in Japan. Detailed reports on these activities follow.