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There are growing opportunities for Canadian business in the Japanese market.

Many Canadian companies are experiencing real success in the Japanese market, especially in the growth sectors such as building products, processed foods, fisheries, tourism, auto parts, information technologies and aerospace.

More firms need to do the same. Canada's exports to Japan, our largest overseas market, are not keeping pace with overall growth in the Japanese market. This is a reflection of the preponderance of resource products in our export mix to Japan. The Japanese import market for raw materials, while still of vital importance to Canadian exporters, is not growing. The main opportunities for growth have now shifted to the value-added sectors. Business must take advantage of Japan's changing import needs if it is to participate in the growth segments of the market.

Many representatives of Canada's business establishment have recognized this imperative. They have been working with the federal and provincial governments to develop "Action Plans" in the seven priority sectors.

These plans together constitute Canada's Action Plan for Japan: an integrated effort on the part of all federal and provincial governments in support of clearly articulated private-sector strategies for realizing our potential in the high growth sectors.

The following are outlines of the Action Plans in each of the seven sectors. Although each is different, depending on the requirements of the sector, there is a common theme. Each plan calls for increased awareness and knowledge of the Japanese market, product adaptation and design to meet Japanese needs, and both collective and individual efforts to promote these value-added products in Japan.