

FINAL MEETING OF THE STEP CANADIAN DIY PRODUCTS COMMITTEE  
(26 MARCH 1987)

The last formal meeting of this Committee was held in Tokyo. In summarizing the Committee agreed that the programme developed was both timely and useful, having been struck shortly after the first Canadian DIY Mission to Japan. Succinctly, it was agreed that the immediate results were:

- (a) A better appreciation of similarities and differences between the Canadian and Japanese DIY industries.
- (b) An opportunity for the CHHMA and the Canadian industry to get first hand information on the Japanese DIY industry through participation in The Japan DIY show, and in the September 1986 visits to Japanese DIY stores, interviews, etc.
- (c) The successful introduction of several Canadian firms into the Japanese market. Although initial sales volumes are small, steady increases are expected.
- (d) The introduction to Japanese contacts seriously interested in importing from Canada.
- (e) And most importantly, all STEP programme related activities led to the same conclusion regarding DIY exports to Japan; that is, the focus should be mainly on wood and wood-related products channelled through importers/distributors connected with home builders and renovators as well as home centres and DIY stores. Other products, whether tools or materials, would need to be unique, innovative and prove competitive to find acceptance in Japan.