

Japanese made products have innovative help-aids incorporated into the product design, such as marker in tape measures.

- The DIY Survey suggests that European products, such as lighting equipment, door parts, and furniture, are valued by the Japanese despite their higher price. The main reason could be that while European products can incorporate ideas quite different from Japanese thinking, they are designed to work within a smaller living space; this makes them highly compatible with Japanese standards and product familiarity.

Concluding Observations of the Second DIY Mission Members

At the debriefing held at the Canadian Embassy at the mission's end, mission members offered the following observations.

- Perseverance is needed to penetrate the Japanese market. In many cases, a demand would have to be created for Canadian DIY products.
- Market research is essential.
- Japan is a consumer society, but the Japanese consumer is very frugal in product selection and ultimate purchase.
- Canadian companies interested in penetrating this market must offer high-quality well-designed goods, but at competitive prices.
- Small Japanese retailers, while interested in sample shipments, often choose not to buy Canadian products given the complex Japanese distribution system, their lack of knowledge of how to import, and the difficulty in accomplishing direct importation of goods from the manufacturer. The larger chains seem more interested in having Canadians participate in a "World Product Week" than in buying a container of goods and dedicating on-going shelf space. Perhaps insufficient Canadian manufactured products are exported to Japan to warrant a "Canada Week".