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Fisheries Sector

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## New Canadian Action Plan for Japan

Contrary to popular belief, fish has not always been a staple in the Japanese diet. Offshore fishing really began in 1854 when Japan began opening up to the outside world. Fish was just another source of food until the beginning of the 20th century.

After the Second World War, harvesting activities for fisheries resources doubled. However, it was not until the 1960s that the consumption of fisheries products became widespread. The decline of the offshore fishery after fishing areas were extended to 200 nautical miles in 1977 resulted in Japan becoming the largest interna-

tional importer of fisheries products.

Consequently, Japan is the largest overseas market for Canadian fisheries products. In 1993, Canadian exports totalled \$642 million, a substantial increase of 29 per cent over 1992.

The outlook for Canadian exports of fisheries products to Japanese markets has never been better. Japan should soon be reducing its tariff barriers and opening up its markets as a result of the Uruguay Round agreements.

The modernization, or simplification, of distribution systems should also favour Canadian ex-

ports. Canada can also consider new avenues because the Japanese have changed their eating habits so drastically without abandoning their traditional food.

A restaurant serving French-Canadian cuisine already exists north of Tokyo, while in Yokohama and Amagasaki, near Osaka, one finds *Anne of Green Gables*-style restaurants offering a choice between Japanese cuisine and specialties of Prince Edward Island!

### Action Plan

A good many Canadian fisheries companies already are quite successful in Japan. They work with the federal and provincial governments to establish a *Canadian Action Plan for Japan: Fisheries Sector* — a concerted effort to support clearly coordinated private-sector strategies.

The Plan calls for acquiring more familiarity with the Japanese market, adapting and developing products that meet Japanese needs, and launching group and individual efforts to promote Canadian fisheries products in Japan.

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## Leading Exporters to be Awarded

Each year in October, Canada's leading exporters are presented with the Canada Export Award.

This year, the award presentation is being held at the University of Toronto's MacMillan Theatre. The ceremony takes place on October 4, one day after a national conference on Canada's Trade Commissioner Service, which marks the Service's 100th birthday. The one-day conference, with the theme "Launching the Second Century", will be held October 3 at Toronto's Four Seasons Inn on the Park.

The Canada Export Awards ceremony is held in conjunction with the Export Development Corporation, which is hosting a

special reception at the Royal Ontario Museum to celebrate its 50th anniversary, as well as the Canadian Exporters' Association 51st annual convention, taking place October 3-6, also at the Inn on the Park.

Minister for International Trade Roy MacLaren will present this year's Canada Export Awards to 10 enterprises chosen for this honour by a committee of Canadian business people. The winning companies are judged on the basis of their last three years of operation, with emphasis on the strength of their export sales, their ability to introduce new products and services into world markets, and their

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