
Examination of the whole issue of tariffs and import quotas imposed by the Japanese government on value-added fisheries products and the raising of concerns in the context of the MTN, the Canada\Japan Bilateral Fisheries Consultations and the Canada\Japan Joint Economic Committee (FANDO, DFAIT);

CAFE Seafood Market Report and CAFE Global Species Outlooks (Undertaken by the Canadian Association of Fish Exporters in partnership with FANDO. Available by subscription)

Japan Fisheries Market Report (Canadian Embassy, Fall 1993 and Winter 1994);

Quarterly Seafood Trends Newsletter (Canadian Embassy);

Description and analysis of our competitors' strategy in the Japanese market (Norway, Chile, Iceland, Russia, U.S.A.) (Canadian Embassy);

Publication and distribution of a Canadian Exporters's Guide on Doing Business in the Japanese Food, Beverage and Seafood Markets (DFAIT, winter 1993);

British Columbia Trade Development Corporation is planning the first phase of an anticipated two-phase project to identify appropriate regional markets in Japan for sustained future market development initiatives for British Columbia and Canadian food products. Markets will be evaluated on appropriateness in size, demographics and receptiveness to imported products, among other factors (BC Trade, 1994)

In conjunction with the provincial wild salmon industry, B. C. Trade will develop a guide for salmon suppliers wishing to access the Japanese market (B.C. Trade, 1994)

The federal government will sponsor intelligence gathering missions to Japan to identify the most promising opportunities and to advise on the best ways of exploiting these opportunities. Two types of missions have been identified:

Strategic alliance (fact finding) missions: Two missions will take place early 1994 and will examine the Japanese seafood market to develop an understanding of how Canadian fish and semi-processed items could be further processed and presented to Japanese consumers and to identify future trends. This project will be coordinated under the leadership of the **Seafood and Marine Products Branch** (AGRCAN) and the **Fisheries Council of British Columbia** for the west coast and the **Fisheries Council of Canada** for the east coast. (See next section: Adapting the Product for the Marketplace)