

Mission members then visited the DOITO Home Centre in East Omiya where they were given an overview of the Hinode Corporation's extensive operations. Mission members noted the existence of a wide variety of "How To" brochures available free of charge, located near the check-out for easy access. A selection has been included in this report (see Appendix I).

Mission members also visited the Tokyu Hands Store in Tokyo and other DIY outlets in the Tokyo area, the Japan Home Products Show, and the Harumi Exhibition Home Centre. At Tokyo Hands the following foreign manufactured hardware items were among the type of brand names being sold: Bosch, Knipex (German); in plyers: Bachro-(Swedish), Proto (U.S.), Beta (Italian); Snap-on-Tools and wrenches (U.S.); Heyco (German); Facon (French); Belzor and Stahlwill (German); Stanley Saws (U.S., identified by a store employee for use only by home builders/construction), Agdor axe (Swedish); Wolfcraft dovetailor and combination jig (German); Cooper Tools (Canadian); and Sandvik sanders (Swedish - labelled under licence).

Mission members had the unique opportunity of viewing two private residences in a Tokyo suburb: those of a banker and a JETRO deputy director. Members also had the opportunity to discuss constraints on Canadian product imports with the STEP Canadian DIY Products Committee. A reception at the Minister Commercial's residence, to which potential Japanese buyers were invited, presented mission members with an informal opportunity to further pursue new clients.

Notes from the September 12, 1986 Briefings by the Hinode Corporation and the STEP Canadian DIY Products Committee

The following presents a synopsis of the September 12 briefings by the Hinode Corporation at their East Omiya DOITO Store, and by the Japan DIY Association and JETRO at the STEP Canadian DIY Products Committee meeting.

The Hinode Corporation Briefing

The Hinode Corporation has 190 member stores, called DOITO DIY Centres. Of their product lines, sales are highest in automotive products. Sales in housewares, such as cleaning products, are second. Laminated wood