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MAJOR CANADIAN EXHIBITION IN JAPANESE FOOD FAIR

The Honourable Ed Lumley, Minister of International Trade, announced in Tokyo March 19 that the more than 35 Canadian businessmen and representatives from trade associations who participated in Foodex laid a strong basis for increased future sales, by confirming Canada's reputation as a supplier of high quality Canadian food products.

Foodex is the largest food show in Asia and attracts approximately 100,000 trade visitors. This is the first time Canada has participated in this fair, but as Minister Lemley observed, "based on the enthusiasm of both the Canadian exhibitors and the Japanese trade, it certainly won't be the last."

Japan is the second largest market for Canada's agricultural and food exports, accounting for annual sales of \$1.5 billion. Given the dimensions of this trade, Mr. Lumley stated that, "it is extremely important to demonstrate Canada as an important supplier of quality food products and participation in the Foodex show is the best vehicle by which to accomplish this objective". While the large majority of Canada's food exports to Japan is primary agricultural and fishery products, Foodex provides an excellent opportunity for Canadian firms to display the broad range of processed food products available from Canada.

The well-designed Canadian exhibit, which simulated a Canadian supermarket, was a real "show stopper". Visitors commented that it was the most attractive of the 17 national exhibits on the site. A new approach was used at the Canadian exhibit. Firms participating under the umbrella of 5 key trade