

work with Japanese architects, designers and builders, to adapt Canadian products for Japan, and;

make regular visits to Japan, to assess changes in the market situation and update their sales strategy or products accordingly.

3. *Promoting the Product in the Marketplace*

Companies and associations will be encouraged to:

participate actively in (and personally attend) trade shows in Japan;

select an aggressive agent and fully engage the agent in product promotion activity;

utilize expertise available in federal/provincial trade offices in Japan;

transfer skills and technology as needed to facilitate use of Canadian products;

share information with other Canadian companies in "how-to" seminars during association meetings;

advertise in appropriate trade journals, giving the Japanese agent's name, address and telephone and fax numbers.

Trade Promotion Opportunities in 1994 and 1995

Companies will participate in the following events with the support of the Department of Foreign Affairs and International Trade (DFAIT) or Industry Canada (IC).

West Japan Total Living Show, Kitakyushu, March 1994

Housing Mission/Seminar Series in Japan

Incoming Building Products Buyers Mission to Canada

Incoming Housing Investors/Buyers Mission to Canada

Tokai Building Products Mission to Canada