

- The Action Plan encourages Canadian firms to make the necessary investment in technology, design, delivery and management practices to meet Japanese requirements. To build awareness of the market, federal and provincial governments are working closely with the Automotive Parts Manufacturers Association, Japan's Pacific Automotive Co-operation Inc., and the Japan External Trade Organization. Activities include technical seminars, market information and participation in major Japanese automotive shows.

5) Aerospace Industries

- Japan's relatively small aerospace industry appears to be in the process of shifting from a narrow domestic and military focus to becoming a world-scale, first-rank aerospace competitor. This creates challenges and opportunities for Canadian aerospace firms.
- Canadian expertise in areas such as airport design and construction, air traffic control systems and other ground support should be in demand.
- Action Plan efforts concentrate on developing heightened awareness of Japanese technical requirements and encouraging strategic partnerships, co-operative research projects and opportunities for subcontracting relationships with Japanese manufacturers.
- The Aerospace Industries Association of Canada will play a leading role in this effort and provide liaison with the Society of Japanese Aerospace Companies.

6) Tourism

- Japan now ranks as Canada's most important overseas market in terms of visitor revenues, generating a record \$451 million in 1993. Long-term Japanese visits to Canada increased by 4.1 per cent the same year, with total visits up 2 per cent to 505 812. Japanese visitors spend more per day than any other tourists, averaging \$157 per day in 1993.
- Following a Japanese government tourism mission to Canada in September 1993, the Canada Committee was formed to develop a number of strategies designed to meet the goal of tripling the number of visitors travelling between Canada and Japan to two million annually.
- The economic benefits of reaching the target — in Canada's case, tripling Japanese arrivals from 500 000 to 1.5 million per year