



## News Release

## Communiqué

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### WILSON ANNOUNCES CROSS-CANADA SEMINARS ON JAPANESE MARKET FOR BUILDING PRODUCTS

The Honourable Michael Wilson, Minister of Industry, Science and Technology and Minister for International Trade, announced today that a series of seminars focusing on the Japanese market for value-added building materials will be held in various locations across Canada between now and March 18.

"Japan is the world's second-largest economy and the largest housing market by units, with some 1.4 million starts annually, offering excellent opportunities for Canadian exporters," said the Minister.

The primary focus of the seminars is to encourage Canadian business to take advantage of emerging market opportunities and adapt to Japan's changing import needs. This is one of the key messages contained in the recently released Canada-Japan Forum 2000 Report, which underlines that these changes "are creating dynamic growth opportunities for exporting value-added products."

Building products are one of the many sectors that offer excellent sales potential for further manufactured products.

The seminars, being given by David Ireland, a Trade Commissioner at the Canadian Embassy in Tokyo, and Wayne Toyama, a consultant at the Embassy, present the results of a detailed study of the Japanese market for building products.

Canadian companies participating in the seminars will be advised on how to adapt their corporate strategies to take advantage of the new opportunities and challenges being offered by the Japanese market.

Topics covered include demand characteristics, market environment, distribution systems, current trends, regional observations and marketing advice on specific products.