

Market entry by foreign manufacturers takes the form of licensed production, joint ventures, and exporting of their products directly to Japan. The first two forms have been popular because of the high transportation costs of bulky products, size differences, and because of Japanese business practices of strict observance of on-time delivery and prompt after-sale service. Which form to choose varies from one case to another. In any case, due to the highly competitive nature of the Japanese marketplace, it is essential that Canadian furniture suppliers have local contact points, such as local agents, or distributors, or joint ventures.

### **PROMOTIONAL ACTIVITIES**

The Tokyo International Trade Fair, which takes place in mid-December, is the best furniture fair in Japan. Buyers "shop" at the Tokyo International Furniture Fair.

Two publications to note for potential advertising opportunities are: SHITSUNAI, and NIKKEI INTERIOR.

There is an agents' association:

- Japan Office and Institutional Furniture Association.

There are no importers associations as such, although The International Development Association of the Japan Furniture Industry essentially functions as an importers' association.

*Post's Overall Opinion: Due to the large size of the market, there are opportunities for Canadian businesses. However, the challenge is to find a Japanese agent to market and promote foreign products to the Japanese market.*