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THE STATE OF CANADA'S TRADE WITH JAPAN

An Address by the Honourable Jean-Luc Pepin,
Minister of Industry, Trade and Commerce, to
the Japanese Press Club, Tokyo, January 24, 1972.

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The mission that I am leading here is the largest economic mission Canada has ever sent anywhere in the world. With me are 31 senior Canadian businessmen. They represent a cross-section of Canadian industry, including manufacturers of products in which Canada has a proven international capability. The mission also includes a number of senior Canadian Government officials from Ottawa and from our Tokyo Embassy, all of whom have a major interest in Canada-Japan economic relations. Leading Canadian journalists have judged the event important enough to come along.

The size of this mission, and the quality of its membership reflect the importance which Canada attaches to its trade with Japan.

What are our objectives? We are here, as you expect, to promote Canadian products and to increase our exports to your market. Of course we want to increase the volume of our exports, but we also want to improve their quality. By this I mean the degree of fabrication of these exports. We want to continue to sell you industrial materials and foodstuffs. We also want to diversify our range of exports to include more manufactured goods.

To achieve these objectives it is important that Canadian businessmen learn more and more about the Japanese market, get to know better and better, on a firsthand basis, the techniques of doing business here. On the other hand we want to talk to your Government and business leaders about some obstacles which appear to stand in the way of Canadian exports to Japan and we want to contribute to the resolution of these problems.

My officials and I will also be talking to your Government about recent international trade developments, about our community of interests in trade liberalization, about Canada's and Japan's roles in the evolving international trade scene.

What is the state of trade between our two countries? It is large and growing fast.