

attracted about 100,000 visitors. Canada has a national stand at FOODEX which in 1988 incorporated 35 exhibitors. A solo food show is also held annually in Osaka. Food fairs held throughout the year in major food chains throughout Japan are popular among Japanese consumers and represent a relatively inexpensive means of consumer testing.

Japanese are the highest consumers per capita of fish products in the world. Fish has a special status in the Japanese diet and consumers place greater emphasis on inherent quality and appearance than is the norm in western countries. The most important factor is freshness whether fish is fresh or frozen since fish is often eaten raw. Other important factors include colour, texture, flesh quality, taste, smell, external appearance and size. In general bright colours are preferred. Packaging is also crucial since torn or poorly strapped cartons might cast doubt on the inherent quality of the fish itself. Because of the importance of freshness, exporters should also work to develop a reputation for sanitary handling.

IMPORTANT TRADE CONTACTS

Government Contacts:

Fisheries Marketing Division
 Fisheries Administration Department
 Fishery Agency
 Ministry of Agriculture, Forestry and Fisheries
 1-2-1 Kasumigaseki, Chiyoda-ku, Tokyo 100

Food Sanitation Division
 Environmental Health Bureau
 Ministry of Health and Welfare
 1-2 Kasumigaseki, Chiyoda-ku, Tokyo 100
 Industry Associations:

Japan Fisheries Association
 Sankaido Building, 9-13 Akasaka 1-chome
 Minato-ku, Tokyo 107

Key Import Contacts:

Japan Marine Products Importers Association
 1014 Yurakucho Building
 1-10-1 Yurakucho, Chiyoda-ku, Tokyo 100

Japan External Trade Association (JETRO)
 2-5, Toranomom 2-chome
 Minato-ku, Tokyo 105