

countries. This, in spite of the better wood working technology and workmanship available in Southeast Asia.

The Successful Importer

At present, despite limited sales, no Canadian exporter has a major position in the import market.

Sauder flash doors are imported by Homax, who claim they provide some inspection and refinishing of the doors before selling them.

To be successful, Canadian suppliers must have good products and they must be willing to invest the time and money required to develop the market and commit themselves to long term business development in Japan.

Swedish Match doors sell fairly well. They are handled by a trading company, Gadelius, which was founded and owned by Swedish management. The company has a number of staff members with Class 1 architect licences which enables them to advise potential customers, who are mainly architects, in a professional manner. This is an important factor to consider as an importer may require an architect's licence to be able to provide extensive support like installing doors and windows.

It is reported that the main reason Andersen windows sell well in Japan is because of the product design. That is to say that the marketing efforts of the importers have not been that critical to sales success.

Role of Canadian Government in Promotion

Importers in Japan hope that the governments of overseas manufacturers will continue to put pressure on the Japanese government to accept international standards. For example, to change the fire regulations to recognize that wooden doors and windows are not inferior to aluminum and steel in terms of protection of the interior of a house from a neighbourhood fire.

Continued assistance in market-development activities is also necessary.