

Building Awareness and Market Knowledge

A variety of services, events and initiatives have been designed to build awareness of the Japanese market and its potential.

- A wide range of information and services to Canadian exporters is available through the fully integrated Agri-Food Trade Service (ATS), comprising Agriculture and Agri-Food Canada (AAFC)'s headquarters and regional offices, the International Trade Centres (ITC) located in each province, DFAIT's Japan Division in Ottawa, and the Embassy and Consulates in Japan. The provincial departments of trade development and agriculture also provide many services.
- AAFC and various partners held an Asian Marketing Seminar in conjunction with Calgary's Grocery Showcase West '96, which included a feature presentation on the Japanese market and opportunities for one-on-one discussions with a Japanese import specialist.
- A number of Canada-Japan organizations meet regularly to discuss the business climate and opportunities in Japan. Seminars on aspects of the Japanese market have been sponsored by various groups, including JETRO.
- A JETRO Senior Trade Advisor, who is an import specialist with extensive knowledge of the market for food products in Japan, arrived in early 1996 to begin a three-year posting at the ITC in Vancouver. He is available to advise Canadian agri-food companies considering the

Japanese market.

- In co-operation with JETRO (Toronto), AAFC's Ontario office is publishing a quarterly newsletter, *Focus on Japan*. This regional publication may become national.
- Rapid dissemination of market information and intelligence through automated services is being provided. DFAIT's *Trends*, a quarterly publication on the agri-food and fisheries market, is available in hard copy, either through the automated FaxLink, on the DFAIT Bulletin Board, or on the DFAIT Japan Division's Web site. The Agri-Food Trade Network (ATN) is accessible through AAFC's regional offices.

In addition, several new market reports are available:

- *Report on the Tokai Food, Seafood and Beverage Market*
- *Exploring New Business Opportunities: Perspectives on One of Japan's Largest Superstore Retailers*
- *The Japanese Market for Fresh Vegetables* (JETRO)
- *The Market for Private Brand Processed Food in Japan*
- *Trends in Food Processing Technologies*

Adapting Products for the Marketplace

A network of federal and provincial research and development centres across Canada assists industry to adapt and develop