

THE SECOND DIY MISSION TO JAPAN (11-19 SEPTEMBER 1986)

The second DIY mission resulted from the recognition of the wide range of Canadian products suitable for the Japanese market, the growing and maturing market for DIY products in Japan, and the findings of the DIY Survey on Japan's market potential. The goal of this second mission was to introduce to Japan a selection of Canadian DIY products, and introduce Japan to some of Canada's most successful manufacturers. As well, the First Vice-President of CHHMA, William Kushlick, was able to participate in this mission.

The second DIY Mission's main objectives were:

- 1) To assess the state and growth of the Japanese DIY market, and the potential for the export of Canadian DIY products to that market; and
- 2) To establish the export potential of the seven manufacturing companies whose representatives accompanied the mission.

The mission's itinerary prepared by the STEP Canadian DIY Products Committee, gave a thorough overview of, as well as practical insights into, the Japanese DIY market. During the first mission, Canadian members had visited only the Japan DIY Show. On the second mission, the Canadian government participated in this show (being the Second International Japan DIY Show), with an enhanced information booth (see Appendix H for list of 1986 show exhibitors). The Canadian stand presented the companies of mission members and other Canadian manufacturers unable to participate in the mission, with an opportunity to exhibit product samples and literature. Over fifteen Canadian products were displayed, including wire racks and polyethylene film, wood spindlets for corner stands, flower stands, wood spindles for bookshelves and furniture, door systems (closet and shelving hardware), pre-pasted solid vinyl wall coverings, smoke detectors, pine components and panels, pine knock-down furniture (chairs and end tables), snow shovels, and hardwood and parquet flooring.

Individual appointments were scheduled for mission members with potential Japanese purchasing agents on two occasions: the first was on-site during the Japan DIY Show at the Canadian information booth, and the second at the Japan Export Trade Relations Organization (JETRO) headquarters.