

Preface

Canadian exporters are discovering a new Japan. Firms which have focussed their efforts on specific target market segments have seen their results soar. Their success bears witness to important changes which have recently occurred in the Japanese market.

Since the mid 1980s, the substantial appreciation of the yen, Japan's concerted policy of domestic demand stimulation and a shift towards a more open import regime have significantly enhanced the competitiveness of Canadian goods in the Japanese market.

New export opportunities are not limited to the greater Tokyo area where soaring real estate prices add to the high cost of doing business in Japan's largest and most densely populated city. Major cities such as Osaka in the Kansai region, have experienced significant economic growth and, in 1986, the Canadian Consulate General in Osaka was opened to take advantage of the many new trade and investment opportunities offered by the region.

With a population of 22 million, the Kansai is Japan's second-largest industrial, financial and commercial centre after Tokyo, accounting for 20 per cent of the Japanese economy and 2 per cent of the world's gross national product. The region comprises the seven prefectures of Osaka, Kyoto, Hyogo, Shiga, Nara, Wakayama and Mie. At the heart of the Kansai lies Osaka, the original great business city of Japan, whose business people are known as the "merchants of Japan."

This guide describes the Kansai region as a market and outlines the opportunities it holds for Canadian exporters.

Further information and guidance is available from:

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The Canadian Consulate General in Osaka prepared this guide to the Kansai region. Additional assistance and information is available from the Consulate General as well as the Embassy in Tokyo.

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