
II. The Action Plan

Canadian industry needs to be made *aware* of the dynamic changes taking place in the Japanese housing market, so that they can *adapt* their products to suit Japanese requirements and proceed to *promote* their products in Japan.

There are a number of federal and provincial government agencies to assist and support private sector efforts to penetrate export markets which are also committed to focusing on an Action Plan for Japan. The Canadian value-added building products industry is similarly organized by national, provincial and regional associations, such as the Manufactured Housing Association of Canada (an umbrella organization whose members are from the pre-engineered, panelized, log home and timber-frame housing sectors). Such organizations are actively involved in the implementation of Canada's Action Plan for Japan in the building products sector.

1. Building Awareness and Market Knowledge

Activities will include:

Workshops in various regions of Canada, to apprise companies of the opportunity in Japan.

Presentations during annual meetings of industry associations to outline the potential of the Japanese building products market, featuring successful Canadian exporters who can provide advice on the market.

One-on-one counselling of export-ready companies to assist them in developing a marketing plan, as well as providing information on accessing government programs, utilizing trade offices in Japan, and tapping other government information and personnel resources.

A regular newsletter of market opportunities, produced by trade offices in Japan for distribution through International Trade Centres across Canada.

2. Adapting the Products for the Marketplace

Companies will be encouraged to:

participate in trade shows in Japan, to become familiar with the very specific and particular requirements of the Japanese market;