

With a capitalization level above ¥10 million (C\$85 000), a company will likely have sufficient resources to purchase in container-per-month volumes, although trading houses will usually act as the principal go-between.

Regional chain stores are an effective target for consumer goods manufacturers. The chains are usually receptive to foreign products and are often looking for a competitive advantage in the rapidly evolving retail industry.

Some chains are developing import skills directly, while others are looking to the trading companies to provide international expertise.

In either case, the consumer market in Kyushu is now more open than ever to Canadian producers. At present, new products, retail systems, software and a host of other items have a chance of capturing a respectable market share, whereas once the retail structure matures, breaking into the market will become more difficult.

3 Commercial Activities

Major Organizations

Kyushu's pre-eminent industrial and commercial organizations include the Kyushu-Yamaguchi Economic Federation, the Fukuoka Chamber of Commerce and Industry, the Fukuoka Foreign Trade Association, the Fukuoka Committee for Economic Development, and the Kyushu Economic Research Center, as well as a number of prefectural chambers of commerce and industry.

The Kyushu Economic Research Center is a particularly relevant source of information for Canadian companies. Mirroring the other regions of Japan, Kyushu's business organizations are becoming increasingly active in promoting international trade and investment. Table 11 summarizes the growth in incoming and outgoing mission activity.

Table 11

International Trade and Investment Activities

	1985	1986	1987	1988	1989	1990
Incoming	0	1	4	8	15	15
Outgoing	10	11	17	14	15	20

Kyushu's largest exhibition facility is the 7 000 m² West Japan Industry and Trade Exhibition Center in Kita-kyushu. Influential annual trade fairs pertinent to Canada include:

- West Japan Total Living Show (housing, building materials)
- West Japan Machine Tool Fair and CADMEC (CAD/CAM/CAE, software)
- West Japan International Trade Fair
- West Japan Import Fair (food and consumer goods)
- West Japan Electric Instrument Automation Exhibition

As Kyushu's major event for imports of food and consumer goods, the West Japan International Trade Fair is one of the best vehicles for introducing foreign consumer goods. Exporters from 33 countries attended the fair in 1988.

Another valuable promotional tool is the series of food fairs held regularly by the Kyushu-based department stores and grocery chains, which are also direct food importers. They include firms such as Iwataya, Royal, Izutsuya, Uneed, Kotobukiya and Mitsukoshi.

For 1990/91, a total of five industrial and 40 consumer goods trade fairs are planned for Kyushu. Tables 12 and 13 list trade fair and conference activities in the region.