
CANADA'S ACTION PLAN FOR JAPAN

There are growing opportunities in the Japanese market.

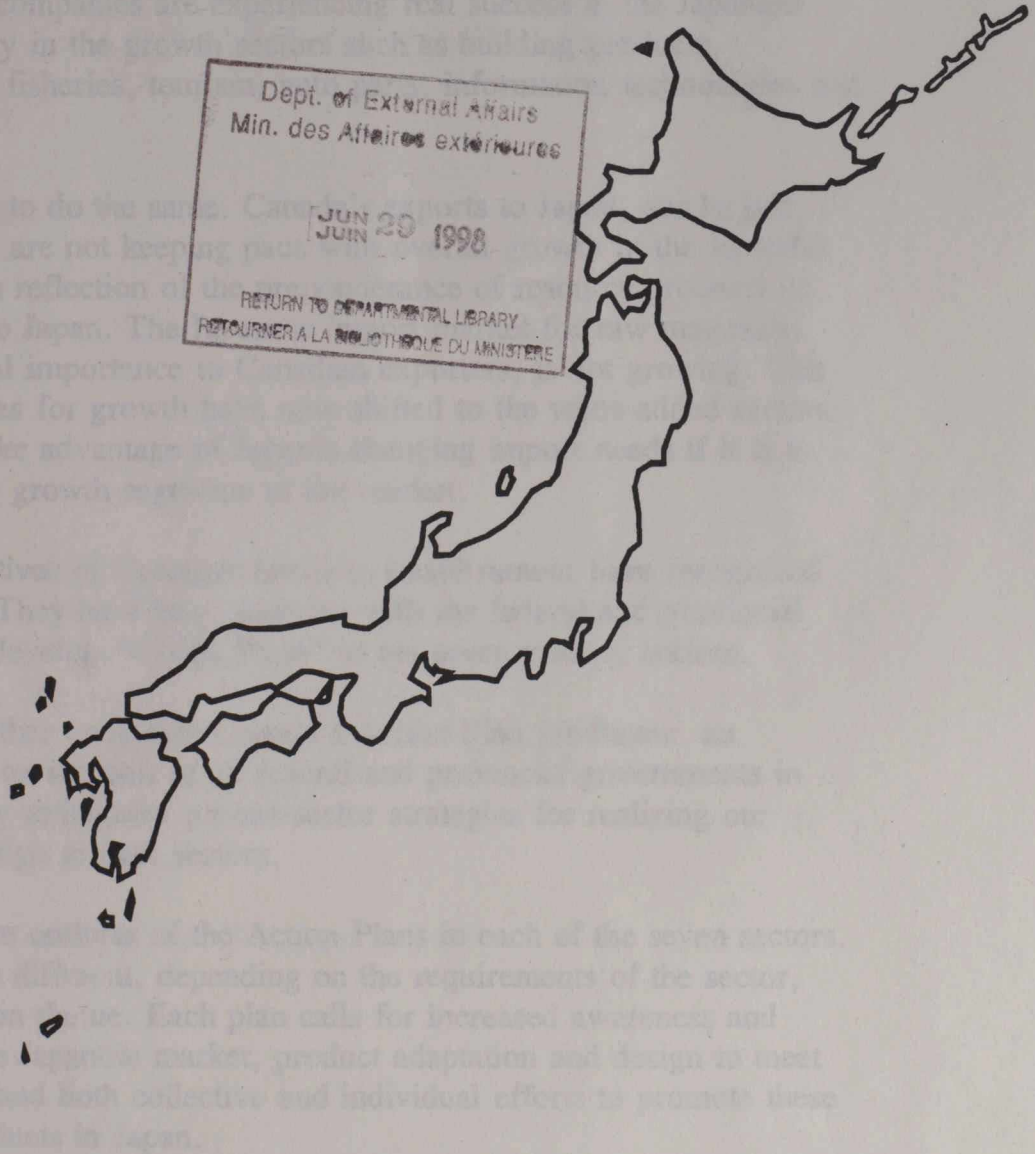
Many Canadian companies are experiencing real success in the Japanese market, especially in the growth sectors such as building, processed foods, fisheries, tourism and services.

More firms need to do the same. Canadian firms that are not keeping pace in the Japanese market. This is a reflection of our export mix to Japan. The Japanese market is still of vital importance to Canada's economy. The main opportunities for growth have been identified in the Japanese market. Business must take advantage of Japanese market opportunities to the growth of the Canadian economy.

Many new initiatives of foreign investment in Canada are being developed. This is important. They are being developed by the federal government, to develop the Canadian economy.

The action plan is an integrated effort to support of Canada's economic growth and potential in the Japanese market.

The following are outlines of the Action Plans in each of the seven sectors. Although each is different, depending on the requirements of the sector, there is a common theme. Each plan calls for increased awareness and knowledge of the Japanese market, product adaptation and design to meet Japanese needs and both collective and individual efforts to promote these value-added products in Japan.



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