

TRADE DEVELOPMENT PLAN FOR JAPAN

APRIL 1, 1994 - MARCH 31, 1995

This document has been prepared by the Japan Trade Development Division (PNJ) of the Department of Foreign Affairs and International Trade to provide other Federal and Provincial agencies with an outline of market development activities planned and budgetted in FY 1994/95. It is the product of extensive consultation between this Department and its many public and private sector partners throughout Canada. The contents were reviewed by participants at the recently-held International Trade Business Plan sector meetings, and are consistent with the blueprint of Federal Government trade development undertakings agreed-to for the year.

Most importantly, the document reflects and complements **CANADA'S ACTION PLAN FOR JAPAN**. The activities to be initiated in the following priority sectors,

- * Processed Food Products
- * Advanced Technologies
- * Building Products & Services
- * Aerospace Industries
- * Automotive Parts
- * Seafood Products
- * Tourism

are designed to either alert export-ready companies to the opportunities in Japan, help clients adapt the good or service to the particular requirements of the marketplace, or assist Canadian firms in their promotional efforts both in the Tokyo area and increasingly, in the lucrative regional markets throughout the country. Readers should refer to the separately-printed Action Plan document (updated and distributed several times a year) which provides a full description of Canada's trade development strategy for Japan.

DFAIT plans to invest approximately \$2.5 million in the 1994/95 marketing program, an amount which will be enhanced significantly by corporate cost-sharing contributions. The activities are coordinated and delivered by a team of PNJ trade development officers (listed on the following pages), who work closely with DFAIT's network of Trade Commissioners and Commercial Officers at four Posts in Japan. Readers interested in finding out more about the Trade Development Program for Japan in 1994/95 should direct their questions to these officers.