

The Canadian Consulate in Fukuoka will celebrate its 10th anniversary in 2001. Its presence there has helped Canadian companies to penetrate this market, and has contributed to putting Canada on the map with local residents and decision makers.

Market opportunities

Southern Japan

The Consulate promotes Canadian products and services on the island of Kyushu. The priority sectors are agri-food products and beverages, construction and building materials, and consumer goods, including furniture.

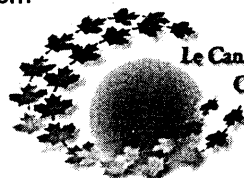
The Consulate was involved in a number of recent trade activities in Kyushu. More events are forthcoming, which Canadian exporters should consider, including the following shows and activities:

- The North American Fair in Kitakyushu, January 26 - March 4, 2001, with the theme "Creating the Appropriate Lifestyle for the New Century". This 38-day fair features products as varied as housing/interior products, outdoor and sporting goods, clothing, toys, games, food and beverages, and giftware. Participation (i.e. booth space) is free. Exhibitors are not expected to be physically present for the entire time, but there will be a few official "business days" (dates to be announced) for which exhibitors or their representatives are expected to be present.
- The West Japan Total Living Show, March 15-18, 2001, is Kyushu's main trade show for the construction industry, with a particular focus on the residential housing segment. At the 2000 show, there were 32 foreign exhibitors (Canada

had the largest group), attracting 53,500 visitors. Canadian building products and materials have been well received in Kyushu, but there is still a lot of room for Canadian promotional efforts and growth potential. Several small and

medium-sized firms are looking at importing directly from abroad to minimize costs or to find that "special" product that will differentiate them from their competitors. In addition to housing packages, items of interest for the Japanese market include system kitchens, windows, doors, flooring, moulding, staircases, vanity cabinets, fittings, hardware, exterior walls and brick.

- The East Asia Horticultural Fair, May 10-12, 2001, will be held in Kyushu for the first time. Exhibit categories include transplant production systems; grafting systems; plant factories; hydroponic systems; environmental control systems; greenhouses; automatic irrigation, insect and pest prevention; biological pollination; recycling and waste processing systems; sorting and packing machinery; handling, transport and storage equipment; seeds; farm products (vegetable, fruits); cut flowers; and gardening materials. Target visitors include growers, manufacturers, wholesalers, retailers, and agricultural organizations. In addition to domestic contacts, the fair will be promoted to visitors from China, Korea and Taiwan.



Le Canada au Japon
Canada in Japan

- The Fukuoka International Trade Fair will be held in Fukuoka, September 13-16, 2001. This will be the fourth fair, which is held every two years. In 1999, there were 342 exhibitors (180 representing 42 countries), and the event attracted 90,000 visitors (including 11,400 professionals). It is the largest gift trade fair in Kyushu. The theme for 2001 is "Gifts from Around the World for a Delightful Life," and the focus is on imported gifts, interior decoration, room accessories, tableware, bags, stationery, accessories, wine and gift foods. The organizers are keen to attract new, innovative products. With advance notice, it will be possible to arrange for seminars on site. Access to the fair will be restricted to business visitors for the first two days, after which it will be open to the general public (sales are allowed on "public days"). It may be possible to get a booth for free.

In both Fukuoka and Kitakyushu, the Japan External Trade Organization (JETRO) has Business Support Centres that provide free office space for foreign companies on a temporary basis. JETRO also has knowledgeable staff who can provide specific information on the Japanese market and assist foreign firms who want to export to Kyushu or establish a local presence.

An upcoming article will look at some factors that make Kyushu an interesting market for Canadian companies.

For more information on the trade shows and Kyushu market opportunities, contact Josiane Simon, Consul and Trade Commissioner, Canadian Consulate, Fukuoka, tel.: (011-81-092) 752-6055, fax: (011-81-092) 752-6077, e-mail: josiane.simon@dfait-maeci.gc.ca *