

To increase business opportunities for Canadians in these important regional markets, the Government of Canada appointed senior Japanese business leaders to serve as Honorary Commercial Representatives in Sapporo, Sendai and Hiroshima in May 1991. Shortly thereafter, Canadian Government Trade Offices, manned by Canadian trade officials, were established in Fukuoka and Nagoya. These offices, combined with the Canadian presence in Tokyo and Osaka together give Canadian businesspeople seven critical points of service throughout Japan.

Summaries of the Fukuoka, Nagoya, Sapporo, Sendai and Hiroshima regional markets follow:

Regional Markets Outlines:

Fukuoka: (population: 1.2 million) is the commercial centre of Kyushu, Japan's southernmost major island. The 15 million people of Kyushu produce 1% of the world's GNP. Known as "Silicon Island" because it is responsible for 10% of world and 30% of Japanese IC production, Kyushu's traditional economy is diversifying. Toyota's decision to locate its new plant in a former coal-mining district near Fukuoka will continue the transformation of Kyushu's economy. Kyushu is promoting itself as the "Gateway to Asia", and rapidly is expanding business and cultural links with neighbouring Korea and Taiwan.

In recognition of the importance of Japan's regional markets, Roy MacLaren, Minister for International Trade, who led a business delegation to Japan in April, 1994, arrived by way of Fukuoka. While there, he chaired a business forum which brought together Canadian and local companies. This visit confirmed that immediate opportunities exist for Canadian forest products, building materials, processed food and consumer products. Growth in Kyushu's automotive and software industries offer additional targets. The unqualified successes of several Canadian solo shows in both the food sector and building products sector in Fukuoka have underscored the potential for Canada in Kyushu.

Nagoya: (population: 2.5 million) is the fourth largest metropolis in Japan, after Tokyo, Yokohama, and Osaka. It is located between Tokyo and Osaka on major transportation routes in Aichi prefecture, which is the centre of Japan's manufacturing heartland and is responsible for 2% of the world's industrial output. Aichi-based companies such as Toyota Motors, Brother Industries, NGK, among others, are world-wide exporters. In fact, as the source of 10% of Japan's entire production, the GDP of Aichi Prefecture alone exceeds that of Korea.