

## Preface

Canadian exporters are discovering a new Japan. Firms which have focussed their efforts on specific target market segments have seen their results soar. Their success bears witness to important changes which have recently occurred in the Japanese market.

Since the mid-1980s, the substantial appreciation of the yen, Japan's concerted policy of domestic demand stimulation and a shift towards a more open import regime have significantly enhanced the competitiveness of Canadian goods in the Japanese market.

New export opportunities are not limited to the greater Tokyo area where soaring real estate prices add to the high cost of doing business in Japan's largest and most densely populated city. Major cities such as Fukuoka in the Kyushu region have experienced significant economic growth.

With a population of 15 million, Kyushu is the third-largest of Japan's islands, accounting for approximately 11 per cent of the Japanese economy and 1 per cent of the world's gross national product. The region comprises the seven prefectures of Fukuoka, Oita, Saga, Nagasaki, Kumamoto, Miyazaki and Kagoshima. Yamaguchi prefecture on the island of Honshu is frequently considered part of the region because of its close proximity and economic ties with Kyushu, and is included in this report. Known as the cradle of Japanese industry, Kyushu is now nicknamed "Silicon Island": about 10 per cent of the world's and 39 per cent of Japan's integrated circuit production is based in the region.

This guide describes Kyushu as a market and outlines the opportunities it holds for Canadian exporters.

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*The Canadian Embassy and Consulate General in Japan have made important contributions to this series of market studies. Additional assistance and information is available from the Embassy in Tokyo and the Consulate General in Osaka.*

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