

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 toward 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 Nagoya in the Tokai region have experienced significant economic growth.

With a population of 2.15 million, Nagoya ranks as the fourth-largest metropolitan area of Japan after Tokyo, Yokohama and Osaka; within a two-hour train ride, it gives access to a potential market of 18 million.

The prefectures of Aichi, Mie and Gifu and the area around Hamamatsu make up the Tokai region, Nagoya's distribution district. The Tokai region as a whole is examined here, with the focus on the region's commercial centre of Nagoya in Aichi.

Tokai economy is dominated by a strong manufacturing base, particularly in the transportation (automotive and aerospace) industries, making it of particular interest to suppliers of components. In addition, above-average incomes have resulted in an excellent market for consumer goods.

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

Further information and guidance are available from:

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

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