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CANADA'S ACTION PLAN FOR JAPAN TO TARGET NEW OPPORTUNITIES IN HIGH-GROWTH SECTORS

The Honourable Roy MacLaren, Minister for International Trade, today launched a new edition of *Canada's Action Plan for Japan* during a meeting with Canadian business executives in Tokyo.

"The Japanese domestic market is poised to become the primary engine of growth before the turn of the century. Greater price consciousness and familiarity with foreign goods is increasing demand for high-quality, affordable products," said Mr. MacLaren.

"This new edition of *Canada's Action Plan for Japan* reflects this reality and will help us harness emerging opportunities in areas such as consumer and health-care products."

Canada's Action Plan for Japan, produced in a Team Canada fashion with the co-operation of provincial governments and the private sector, gives Canadian business a strategic framework for export development activities in Japan.

It targets seven sectors where Canada is particularly well placed to excel: building products, fish and seafood products, processed food products, consumer products, health-care products, tourism and information technologies. Other sectors such as automotive parts and aerospace will continue to receive sustained business development support.

Canada's Action Plan for Japan also helps build awareness of market opportunities, urges adaptation of products to market needs and details activities to promote products in the Japanese market.

"The effectiveness of *Canada's Action Plan for Japan* is already materializing in the Japanese housing market. Sales of Canadian building products are continuing to show excellent strength, with manufactured housing exports projected to double from \$56 million to \$120 million in 1995," said Mr. MacLaren.

