

EXECUTIVE SUMMARY

Objective

The major theme of the Canadian export strategy for the 1980s, as approved by the Federal Government, is the need for selectivity of markets and for greater focus and co-ordination of Canada's export marketing efforts. In this development plan, the government recognizes the critical role of the private sector and invites its participation and that of the provinces in pursuing those activities that will contribute to expanding Canada's share of the Japanese market.

In addition to those industry sectors in which significant trade with Japan has traditionally occurred and is likely to continue, a number of other sectors offer attractive prospects over the next few years. The "matching" of areas of Japanese demand with Canadian supply capability is undertaken in Part II of this plan. That section specifically sets out, under 10 industrial sector categories, recent Canadian export performance, the opportunities and constraints that future export efforts must address, and outlines an action plan taking those factors into account.

The specific goals of this plan are:

1. to provide a framework for Federal Government action and resource allocation in establishing an effective program of assistance to exporters, and in fostering an environment conducive to Canadian export development in Japan;
2. to design a marketing plan that takes advantage of the market opportunities and overcomes the constraints affecting Canadian exports to Japan;
3. to identify opportunities for export concentration and to stimulate and assist the private sector in pursuing them;
4. to establish a starting point for the co-ordination of the marketing efforts of the federal and provincial governments in support of the private sector.

Introduction: The Japanese Economy in the 1980s

The Japanese economy in the 1980s is expected to respond rapidly to new challenges and opportunities, whereas Japanese society itself will probably retain its unique characteristics and many of its traditional ways. Japan's most important economic objective is to limit its current heavy dependence on imported energy. This Japan plans to achieve by reducing the imported oil portion of primary energy consumption from 70 to 50 per cent, and increasing the use of coal,