

been able to meet the exacting standards of the Japanese market.

POST EXPORT SUPPORT ACTIVITIES PLANNED OR IN PROGRESS:

- Promote Canadian seafood at every opportunity under Canada Food Fair program. Results expected: develop high quality image for Canadian seafood and build trade and consumer awareness. Status: Canada Food Fairs are planned for a number of major hotel chains and retail chains in 1990-91.

- Continue to press market access issue: import quotas on herring, squid, cod; tariff on herring roe. Results expected: improved market access and returns to Canadian fisheries sector. Status: Continued monitoring to ensure improved access, pressing Japan to make further liberalization commitments during the current MTN round of negotiations.

- Preparation of market profiles on species of particular interest to Canada: Atlantic herring roe, farmed salmon, lobster, sea urchin roe. Results expected: improved knowledge of market situation for particular species. Status: Report on Atlantic herring roe and farmed salmon completed, report on sea urchin near completion.

- Provide improved fisheries market intelligence to Canadian industry. Results expected: permit industry to make more informed price/marketing decisions. Status: post assessing demand from Canadian industry for computerized market intelligence information system.

- Identify market potential for underutilized species such as sea urchin, surf clam, capelin, and dogfish. Results expected: develop increased export business for underutilized species. Status: Ongoing.

- Promotion of Atlantic lobster in hotels, restaurants and supermarkets. Results expected: increase in sales from \$8 million to \$20 million in twelve months. Status: Ongoing.

MARKETING TIPS FROM YOUR TRADE COMMISSIONERS:

Potential exporters to Japan need to recognize important differences in ways of doing business compared with western countries. Japanese importers prefer to establish long term business relationships based upon mutual trust and like to establish good personal relations with prospective suppliers before doing business. The actual consummation of a business relationship may take a long time and a prospective supplier needs to be patient.

Canadian companies seeking to export to Japan should be prepared to undertake several visits to develop an understanding of consumption habits, product standards and ways of doing business. Trade fairs and instore promotions provide the best vehicles for meeting importers and testing the market for products. FOODEX held annually in Tokyo is the most important trade fair. The 1988 show