

economy. They gather and disseminate vast amounts of commercial intelligence; they act as intermediaries within Japan's complex system of industrial financing; they are heavily involved in domestic, foreign and third-country trade; and they are increasingly active in the planning and management of major overseas industrial projects. These companies handle a large number of different products, taking care of all phases of importing, including insurance, storage, transportation, comprehensive distribution and servicing. The top nine maintain a network of overseas offices and Canadian exporters can approach these firms through their branches in Canada. The Federation of Canadian Manufacturers in Japan (*see below*) can also be of assistance.

Correspondence and Trade Literature

While corresponding in English is acceptable, it sometimes results in delays or misunderstandings. Correspondence is not a very good substitute for frequent visits. Trade literature should be translated into Japanese once business is to be done. This can usually be done through, or with the co-operation of, the Japanese partner.

Advertising and Promotion

Advertising in Japan, to be effective, must be in Japanese. Japanese firms make extensive use of television, press, radio, cinema, neon signs and posters to advertise consumer goods. The cost of advertising can be prohibitively expensive for a company entering the market. Before any commitments are made, it is best to discuss this subject with the Commercial Section of the Canadian Embassy which can provide detailed information on the use of various media.

Federation of Canadian Manufacturers in Japan (FCMJ)

It is important for Canadian exporters to have a visible and ongoing presence in the Japanese market. However, because most companies cannot afford the minimum \$500 000 per year that it costs to operate a small office in Tokyo, the FCMJ provides a cost-shared office for less than 10 per cent of what it would normally cost.