

TABLE OF CONTENTS

	<u>PAGE</u>
INTRODUCTION	1
• Canada's DIY Industry in Brief	1
• The Canadian Export Strategy Implemented	2
THE FIRST DIY MISSION TO JAPAN (20-29 SEPTEMBER 1985)	4
• Observations of the First DIY Mission	5
JAPAN'S MARKET LIBERALIZATION MEASURES AND THE STEP INITIATIVE (AUGUST 1985)	7
THE SECOND DIY MISSION TO JAPAN (11-19 SEPTEMBER 1986)	9
• The Hinode Corporation's Briefing	10
• The Japan DIY Association Briefing	11
• The JETRO Briefing	12
• Initial Observations of the Second DIY Mission Members	14
• Concluding Observation of Mission Members	18
THE DIY MISSION REPORT MEETING (13 MARCH 1987)	21
• The Hinode Corporation's Mission to Canada Report	21
• DEA's Presentation on Canada's DIY Missions to Japan	25
• Notes on Discussion Re: Follow-up Activities	25
FINAL MEETING OF THE STEP CANADIAN DIY COMMITTEE (26 MARCH 87)	26
BUSINESS CONDUCTED: OPPORTUNITIES EXPANDED	27
1987/88 EXPORT PROMOTION INITIATIVES	27