

# SHARING TRADE SECRETS

## Cooperative Endeavour Yields Comfortable Exports to Japan

*A cooperative federal government and B.C. Trade export initiative that is projecting sales of more than \$142 million to Japan this year, has a lot to feel comfortable about!*

Canada Comfort Direct (CCD), a cooperative venture that promotes the export of value-added wood products to Japan, was established in 1992. It consisted of 13 member companies — all B.C. based. Initial sales totalled \$12 million.

Today, having recently launched its fifth foray into Japan, CCD has 29 member companies — from across Canada. In 1995, CCD companies exported \$104 million in homes and finished building materials to Japan. That's 63 per cent of all Canadian building products exports!

### Recipe for Success

Part of a long-term strategy, CCD's goals are to expand Canadian manufacturers, designers and exporters access to and profile in, the Japanese residential and commercial building markets and to offer the Japanese

client a full range of high quality and reasonably priced building materials and services directly from CCD members.

Evidently, it is achieving its goals.

That's due, in no small measure, to CCD's membership. It is comprised of experienced Canadian manufacturers, designers and exporters of quality building products. Members, are serious, export-capable companies with whom Japanese clients can feel comfortable in dealing with directly. Each member is required to meet certain criteria: quick response to inquiries; Japanese language capabilities; product guarantees; and commitment to after sales service.

They are successful because, collectively and individually, they have developed excellent reputations in Japan. Among other pluses, Japanese buyers

appreciate the ease of dealing in their language, the CCD company knowledge and respect of Japanese requirements, the high quality and competitively priced products, the commitment to attention, and the after sales service and support.

And, of course, there are pluses to being a CCD member, including the benefits from sharing the costs of promotional activities and CCD representation in Canada and Japan. All four federal trade offices in Japan contribute to CCD marketing endeavours. As well, BC has trade representatives in Tokyo and Osaka.

### Primary Promotion Vehicle

CCD's highest profile promotional vehicle in Japan is the Canadian Building Products Exhibit (CBPE). This is a full-size (6 metres x 27 metres) travelling exhibit which showcases, through interactive displays, the high-quality building products and services available from CCD's member companies.

Innovative in design, the CBPE incorporates private meeting rooms, a user-friendly product information computer, and a well-stocked information centre where visitors can obtain Japanese language brochures and current price indications.

The Exhibit is staffed by CCD

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