

Korea — from page 7

Distribution

Defence & Aerospace

- Defence Products
- Airport Equipment
- Aerospace

Medical

- Medical Equipment
- Pharmaceutical

Other

- Outbound Tourism
- Construction
- Environmental Products, Services

General

- Doing Business in Korea
- Legal Guide for Canadian Business in Korea
- Korean Outward & Inward Investment.

Tourism — from page 5

emphasis on awareness of Japan's changing market dynamics, product adaptation to these changes, and responding proactively to the marketing challenges of these changes in Japan.

In particular, the Canadian tourism industry must commit itself to implementing the recommendations to be tabled at the Canada-Japan Tourism Conference taking place this fall in Japan. Companies that do so will position themselves to reap impressive benefits into the new millennium.

For further information on this subject or on the events slated to take place, contact John Schofield, Japan Trade Development Division, Foreign Affairs and International Trade, Ottawa. Tel.: (613) 995-8596. Fax: (613) 943-8286.

Japan Import Promotion Centres Service Canadian Exporters

Practical, hands-on assistance to foreign (Canada very much included) businesses and business associations looking to gain a foothold in the lucrative Japanese marketplace soon will be available through Import Promotion Centres in four Japanese cities: Yokohama, Nagoya, Osaka and Kobe.

Scheduled to open officially in June, the Import Promotion Centres are the brainchild of the Japan External Trade Organization (JETRO).

The wide range of services provided at the multi-faceted facilities include:

- Private offices — foreign businesspeople in the initial stages of export market development are provided, free of charge, a 12- to 15-square-metre office with telephone, fax, desk and cabinets. JETRO also provides personnel and a library.

- Special direct-to-consumer shops — facilitation of sales of previously unknown imported products to the Japanese consumer could prove valuable as a form of informal market research.

- The provision, to foreign trade organizations, of offices and facilities even larger and more elaborately equipped than those for private use. As well, organizations can use the space for up to six months.

- Exhibition halls — for use by organizations, associations, ministries and marketing boards to showcase Canadian goods.

The Import Promotion Centres

are an expansion to the highly successful JETRO Business Support Centre which has operated in Tokyo for little more than a year.

"The response to the JETRO Business Support Centre in Tokyo has been very positive," says Yoshio Ishikawa, Executive Director, JETRO, Toronto. "The number of foreign businesses utilizing its services continues to grow. There have been many successful cases of partnerships, agency relationships and subsidiary set-ups that can, in large part, be attributed to the Centre."

Businesspersons interested in making applications to the Import Promotion Centres should contact the nearest JETRO office in Vancouver, Toronto or Montreal.

AGENDA

Toronto — May 30-31, 1994 — **ICATS, the 1994 International Construction & Architectural Trade Show**. Of interest to all building industry professionals. In addition to the exhibition itself, nine seminars, featuring international experts, will discuss all aspects related to this year's theme: **Networking/Business Opportunity for International Construction Markets**. For additional information, contact Les Wheeler, ICONA Trade Shows Inc. Tel.: (416) 241-2374. Fax: (416) 241-8679.

InfoCentre (formerly **InfoExport**) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **InfoCentre** (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000).

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