

Preface

Canadian exporters are discovering a new Japan. Firms that have focussed their efforts on specific target market segments have seen their results soar. Their success bears witness to important changes which have recently occurred in the Japanese market.

Since the mid-1980s, the substantial appreciation of the yen, Japan's concerted policy of domestic demand stimulation and a shift towards a more open import regime have significantly enhanced the competitiveness of Canadian goods in the Japanese market. Specific opportunities have emerged in areas previously closed to foreign suppliers.

This survey describes current characteristics of the Japanese market for rare earth and outlines foreseeable market developments.

Further information and guidance is available from:

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Additional assistance and information is available from the Canadian Embassy in Tokyo and the Consulate General in Osaka.

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