

JAPAN'S AUGUST 1985 MARKET LIBERALIZATION MEASURES
AND THE STEP INITIATIVE

The Japanese government determined from the outset that STEP would not apply to agriculture, forestry, fisheries and livestock products, to energy and mineral resources, or to other primary commodities. Only one exception was made, that of Australian wine products.

The STEP programme stipulated that products selected had to meet the needs of and be beneficial to both countries. After careful consideration, and in full consultation on both sides of the Pacific, Canada chose the DIY products category. This permitted a wide selection of Canadian value-added hardware and manufactured wood products to fall within STEP's mandate. Shortly after that decision was taken, the STEP Canadian DIY Products Committee in Japan was established (see APPENDIX B for membership). In Canada, representatives from DEA's Japan Trade Development Division and DRIE's Secondary and Service Industries Machinery and Converted Wood and Paper Products Divisions worked with the Canadian Hardware and Houseware Manufacturers Association (CHHMA) to establish the Canada-based connection.

It then became a question of where best to begin. In Canada, DIY is generally understood to mean the 4 Rs: Redecorating, Remodelling, Repairing, and Renovating; the greatest interest is in redecorating. The first DIY mission's assessment to the Japanese DIY market was that DIY was strongly identified as a recreational activity. However, as their assessment also indicated a maturing orientation towards the North American idea of DIY, it was determined that there would be significant value in a DIY Survey being undertaken to highlight the following:

- 1) Trends in the Japanese DIY market;
- 2) Trends in the demand for DIY products in Japan;
- 3) Distribution of DIY products in Japan; and
- 4) Position and prospects of Canadian products in the Japanese market.

At the same time, the study would attempt to answer such questions as: