

These are not "advisory bodies." The idea is to take advantage of the synergies of a "team Canada" approach in penetrating the Japanese market. Governments stand ready to support activities to make industry more export ready, to deliver better strategic and market intelligence. They can help to adapt products, to acquire technology, to seek partners or to establish an industry presence in the market - on a collaborative, partnership and cost-shared basis.

The objective is business-led development of strategic sectoral action plans to adapt Canadian products to the changing needs of the Japanese market.

Some 75 events took place in 1993. These ranged from Seminars on Building Products held across Canada to Seafood Promotions held in Japan. The planning being done by the industry lead groups right now is creating a 1994 schedule that is just as ambitious.