

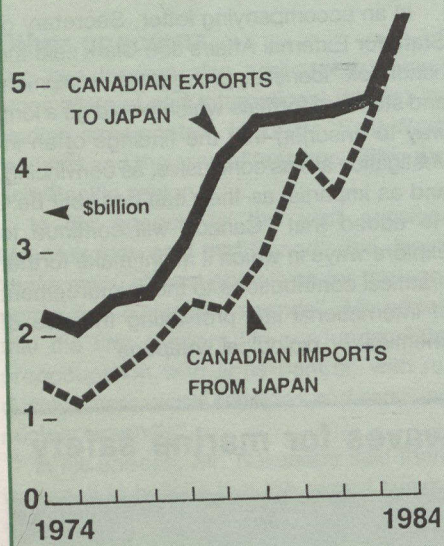
# Feature on Japan

## Trade and investment

Japan is Canada's second-largest trading partner. In 1984, Canadian exports to Japan totalled \$5.6 billion and bilateral trade reached \$11.3 billion – four times the level of a decade earlier.

Japan is also now Canada's largest single overseas market. Canada's sales to Japan in 1984 exceeded exports to its four largest European markets combined – Britain, West Germany, the Netherlands and France.

### Value of trade in goods



At the end of 1984, Canada was seventh as a source of imports into Japan and they were categorized as: finished industrial and consumer goods – 3 per cent; fabricated materials such as lumber, paper, petrochemicals and aluminum ingots – 30 per cent; agriculture and fishery products including processed foods and beverages – 30 per cent; and basic resource materials such as coal and non-ferrous metals – 37 per cent.

Four-fifths of these exports originated from Canada's four western provinces.

### Future growth

Projections to 1995 indicate that natural resources will continue to account for most of Canadian exports to Japan, primarily in coal, petrochemical products, non-ferrous metals, forest, agriculture, and fish products. Major Canadian goals in trade with Japan are to secure and expand Canada's share of the market for resource products, and to improve the value added benefit of the two-way trade.

Canadian efforts to market high technology products have met with some success, notably in the communications and aerospace sectors. Canada is known for its expertise in such areas of interest to Japan



Minister of Energy, Mines and Resources Pat Carney and Canadian ambassador Barry Steers (centre) with executives from the Electric Power Development Company in Japan. Miss Carney visited Japan last September to discuss the opportunities for energy trade and investment with senior government officials including Japanese Minister for International Trade and Industry Keijiro Munata and senior business executives from the energy sector.

as telecommunications, electric power generation and transmission (both hydro and nuclear), cold ocean technology, and space.

Some of the manufactured consumer products expected to increase in sales in Japan are gold coins, sporting goods, giftware and cookware, furs, health care products and selected "do-it-yourself" home improvement products.

### Industrial co-operation

A joint statement on Japanese-Canadian industrial co-operation to encourage more joint ventures, licensing agreements, joint research and development projects, co-operation in third country markets, and to increase investment, was announced on September 3, 1985. Three sectors were selected for initial activity: advanced manu-

### Major imports from Japan

Products	1984	1984	1985
	(total)	(January-September)	
Cars (new)	1 614 827	876 792	1 022 015
Televisions, radios, phonographs, tape players and recorders	714 702	538 676	446 201
Motor vehicles (other)	463 235	360 852	326 699
Photographic goods	333 716	243 215	225 590
Business machines, equipment and parts	190 667	126 281	139 618
Motor vehicles parts (except engines)	169 209	125 221	118 088
Tires and tubes	111 278	88 179	82 779
Telecommunications and related equipment	88 469	63 275	96 736
Microwave ovens	76 648	53 102	50 780
Pipes and tubes (iron and steel)	72 698	61 934	87 167
Aluminum	63 966	49 544	43 857
Watches, clocks, jewellery, silverware and parts	62 359	46 192	47 375
Tractors and parts	57 185	46 165	53 495
Plate, sheet and strip steel	48 227	38 705	34 383
Bicycles and parts	48 119	37 119	28 808
Other	2 045 528	1 545 229	1 598 882
<b>Total</b>	<b>5 710 833</b>	<b>4 300 481</b>	<b>4 402 473</b>