

Preface

Canadian exporters are discovering a new Japan. Firms which 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 "Export Opportunities in Japan" series is published by the Department of External Affairs to assist Canadian exporters in seizing these exciting new opportunities. It pinpoints specific market segments where new Japanese import demand meets proven Canadian capability. It includes market segment profiles, details specific market technical characteristics, documents success stories and provides market bibliographies and key contact lists.

The series is designed not only as a reference and guide but also as the basis for future joint marketing action by Canadian firms, their trade associations and Canadian government departments. The series has been produced in consultation with the Japanese Export Trade Organization (JETRO) and has the support of the Japanese Ministry of International Trade and Industry (MITI).

The present study is an in-depth survey of the Japanese food service sector focussing on Western-style restaurant and fast food chains. It describes the structure of the industry and provides a repertory of the major participants with pertinent details on their operation. The study was initiated and supported by the Japan Trade Development Division of the Department of External Affairs and was carried out by the Peat Marwick Consulting Group.

Further information and guidance is available from:

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The Canadian Embassy in Japan has made important contributions to this series of market studies. Additional assistance and information is available from the Embassy in Tokyo.

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