

Chemicals : Market opportunities exist for Canadian suppliers of agricultural chemicals and fertilizers.

High-Technology Products : Look for niche markets in specialized scientific and medical equipment.

Science and Technology Co-operation : New "technopolis" developments and major projects such as the cargo base at Chitose International Airport may offer prospects for Canadians with related expertise.

Metals, Minerals and Energy Products : Hokkaido's efforts to transform the island's heavy industrial base to high technology should provide a market for Canadian ores and fine metal products. It is also expected that energy demand will rise.

5 Commercial Activities

Major Organizations

One of the best things about doing business in Japan is that almost every aspect of Japanese life is represented by an umbrella organization — whether it is a general business group, industry-specific organization or regional body.

The Japan External Trade Organization (JETRO), with offices in major Canadian and Japanese centres, was founded to promote exports to Japan and to assist foreign exporters in the Japanese marketplace. JETRO recently established regional internationalization centres which maintain contacts with local businesses interested in acquiring imported products and services.

Affiliated with the Ministry of International Trade and Industry (MITI), JETRO and its cousin, the Manufactured Imports Promotion Organization (MIPRO), actively promote imports and investments in Japan.

Other organizations that can provide statistical data and additional assistance include the Japan Development Bank and the Hokkaido Takushoku Bank.

The Hokkaido Development Agency, which administers the Hokkaido-Tohoku Development Corporation, offers loans to foreign companies that have their headquarters outside the Tohoku region and that are capitalized at more than ¥10 million.

The Japan Regional Development Corporation (JRDC) also extends loans on favourable terms and is especially supportive of companies planning to locate in coal-mining areas. The JRDC purchases and develops land suitable for industry and then resells it in parcel lots to investors.

Within Hokkaido, there are a number of public and private organizations that may also provide useful contacts. These include the Committee for the Promotion of International Investment and Economic Exchange in Hokkaido, a 16-member organization whose membership includes government, financial, industrial, and development organizations. The committee publishes guides and reference material and also arranges meetings and tours for foreign suppliers.

Table 4

Trade Shows in Sapporo — 1991 and 1993

Trade Show	Month	Number of Participants	Location
'91 Japan Camera Show	May	50 000	Gobankan Department Store
'91 Sapporo PACK	June	20 000	AXES Sapporo
High Tech Hokkaido '91	June	20 000	Tsukisamu Green Dome
Hokkaido Business Show	October	35 000	AXES Sapporo
'93 Sapporo International Trade Fair	June		AXES Sapporo