

that problems are avoided. Information on health and product standards for specific seafood products may be obtained from the Ministry of Health and Welfare.

PACKAGING AND LABELLING: Packaging and labelling requirements for Japan are relatively uncomplicated. Frozen food products must contain the following information: name of product, date of manufacture, place of manufacture, food additives and method of preservation.

DOCUMENTATION: Commercial shipments to Japan require only standard shipping documents namely commercial invoices and bills of lading. For sea shipments four copies of commercial invoices are required along with six copies of bills of lading, For air shipments four commercial invoices and one bill of lading are required. Certificates of origin are not required except for certain goods which can claim beneficial rates of duty. This excludes fish and seafood products.

OTHER: Certificate of Inspection certifying acceptable tolerances for total mercury, methyl mercury and PCB. The certificate is provided by Fisheries and Oceans. For molluscs the certificate must state that the Paralytic Shellfish Poison (PSP) is less than 80 ug/100g. Importers may also request other certificates on an individual basis.

#### FACTORS AFFECTING CANADIAN EXPORTS

FACTORS UNFAVOURABLE FOR CANADIAN EXPORTS: The Post Plan indicates that import restrictions and restrictive quotas are an impediment. Comment: The continuing modification of import regulations and reduction of import barriers will improve access.

#### REASONS FOR PREVIOUS SUCCESS OF CANADIAN EXPORTERS:

The 1988-89 Post Plan indicates the following factors which have contributed to past export success:

- Support provided by the PEMD program. PEMD has supported company visits and participation in trade fairs and missions. -
- Participation in trade fairs. Participation at food shows is one of the best vehicles to introduce products to the Japanese market.
- Use of Canadian Government export promotion activities. The government sponsors trade missions, instore promotions and other promotional activities every year.
- Competitive export pricing. This has been helped by favourable currency exchange rates.
- Canada's position as one of the few major sources of international supply. Canada is the major source for a number of important products including capelin and herring roe.
- Strong sectoral capability in Canada. Canadian companies have