

- solo building products shows in Osaka, Fukuoka and Kagoshima at various times in the year.

There will be several incoming buyers' missions to visit pre-selected Canadian companies and attend key trade shows this year. As well, there will be an incoming mission that focuses on training needs, and another that will combine housing and furniture buyers.

The B.C. Trade and Investment Office and B.C. Wood Specialties Group have organized a Canadian Building Products "Showcase" Exhibit for display at a number of major trade shows in Japan. Some 30 companies from B.C., as well as other provinces, will participate in this unique travelling exhibit. In addition, the B.C. Trade and Investment Office publishes the Canadian Building Products and Services Directory in Japanese, with a distribution of 13 000 copies annually. Listing in this directory is open to any Canadian company. These activities complement the B.C. Trade and Investment Office's "Canada Comfort Direct" (CCD) concept, aimed at establishing product demand and facilitating distribution in Japan. The CCD concept calls for buying missions to Canada, a manufacturers' directory and electronic hotline in Japan, and the travelling "Showcase" exhibit, which will be part of the leading building product trade show events held throughout Japan during 1997/98.

In 1995, CMHA prepared a revised Directory of Canadian Manufactured Buildings in Japanese. This directory is a useful tool to acquaint potential Japanese buyers with the range of manufactured housing products available from Canada. Associations such as the Structural Board Association have developed an extensive product information library in Japanese,

which can be sourced through DFAIT's trade offices in Japan.

The Ontario Building Products for Export Association, comprised of leading suppliers of a wide range of building products places the highest priority on meeting the requirements of the Japanese housing industry and developing its business partnerships in Japan. In 1997, a new directory of capabilities will be published in Japanese.

### ***Business Partnering Opportunities***

Canadian companies are encouraged to investigate joint ventures, direct business investment and partnering with Japanese companies as possible ways to penetrate the Japanese housing market and to expand marketing initiatives in Japan. By entering into such arrangements, Canadian companies can access well established marketing and distribution networks. At the same time, Canadian companies may be able to tap financial resources required for expansion of production facilities, for new product development and evaluation and for related marketing costs.

The Keidanren, or Federation of Business Organizations, is an association of Japan's most influential business leaders. In September 1996, the Keidanren was scheduled to bring a team to Canada as part of their Business Partnership Mission to Canada to study opportunities in manufactured housing, information technologies and processed food. Although the manufactured housing group was eventually cancelled, the visiting Keidanren officials invited Canadian industry to send a team to Japan to promote trade and investment opportunities in the manufactured housing sector. This mission from Canada is planned for the spring of 1997.