

Missions will be invited to Canada from Osaka and Fukuoka, as well as from two national buying groups, super chain stores and co-op stores. Canadian chefs will travel to Japan to demonstrate Canadian cuisine and Japanese chefs will be invited to Canada to learn about Canadian cuisine.

A number of promotions will be held in conjunction with the Canada Beef Export Federation and Canada Pork International.

Provincial Initiatives

Alberta is focusing on strengthening existing alliances with Japanese firms and developing more export ready companies. The Province is assisting industry associations to take the lead in trade development.

British Columbia is planning to focus greater attention on Japan's regional markets. As well the Province is considering an outgoing mission in the fall and is interested in having B.C. companies participate in the solo shows planned for the spring.

New Brunswick is interested in attracting companies wishing to establish offshore production facilities. The Province is contemplating a booth at Foodex '94 and would like to participate in the food fairs in stores and hotels DFAIT is planning. New Brunswick has received incoming buyers from JETRO in the past and hopes to receive more through the federal programs as well. If numbers do not warrant travelling to New Brunswick, with prior notice food companies could travel to other centres to meet incoming buyers.

Ontario is focusing on developing new products for the Japanese market. One example is the development of new varieties of food soybeans.

The Quebec Ministry of Agriculture, Fisheries and Food is planning a number of initiatives including incoming and outgoing missions and a solo food show. It is assisting the Quebec Agri-Food Export Club to launch its Agri-Food Export Platform Japan.

Saskatchewan foresees developing closer ties with regional markets through both incoming and outgoing missions, and is placing special emphasis on the food gift market.