

- Hinode's primary interest was in sourcing wood and wood-related products. A number of hardware products on display at the Canadian Hardware Show therefore did not meet their mission purpose.
- Canadian manufacturers should have greater understanding of the Japanese market, whether it be hobby or recreational. More focus should be placed on product size, requirements and other specifications that meet Japanese needs.
- The Hinode Corporation imports extensively from Japan's neighbours. It is their wish to avoid direct competition among foreign-manufactured products. Because of this, Canadian manufacturers should concentrate on that which is uniquely "Canadian".
- The increasing cost of labour in Japan is contributing to the Japanese consumer's growing interest in DIY products. Canadian manufacturers should note this growing market and its trends.
- From the visits to retail stores in Canada, the Hinode mission members considered that both product mix and inventory were good. Mission members did state that they wished to have more opportunity to visit wood manufacturers; however, as these are usually located in areas not easily accessible to major centres, this had proven difficult given the Hinode group's limited time in Canada.

At this point, Mr. Ishizone continued with more detailed observations:

- Mission members all appreciated that the 76th Hardware Show is very prestigious. It was noted that although this show was not open to the public, organizers anticipated there would be some 24,000 visitors to the exhibits of 600 companies.
- Canada does not have a comparable association to Japan's DIY Association. There are 2,500 home centres in Canada with 2,300 companies supplying to retailers. In the United States, 9,000 businesses supply 23,000 retailers/home centres. Canadian agents of U.S. manufacturers were