

- Prime Minister Jean Chrétien has established a Canadian Tourism Commission and announced a major funding increase from \$15 million to \$50 million to support increased marketing. These announcements will have a significant impact on Canada's tourism marketing efforts in Japan.
- The Action Plan is working to increase the number of visitors between Canada and Japan to two million annually by the year 2005. For Canada, this means tripling Japanese arrivals from 500 000 to 1.5 million. Six strategies have been developed to meet this target. They include increased investment in the development and promotion of regional brand products; the promotion of tourism to Canada during the off-peak months by Canada's major airlines; the development of a comprehensive crosscultural skills and awareness training program for delivery in various sectors of the Canadian tourism industry; and an action plan to meet the needs of independent Japanese travellers.

7) Information Technologies

- Canada's information technology industries (including telecommunications, software, processing and professional services) had export sales to Japan of about \$49.6 billion last year.
- The proliferation of personal computers in Japan and the introduction of the Windows operating system create new opportunities for fast-growing Canadian software producers.
- Canadian software sales represent about 5 per cent of Japan's \$700 million market for imports, which is growing at about 35 per cent a year. Action Plan initiatives focus on expanding this share by concentrating on niche markets, where Canada's small and medium-sized software firms excel; distributing promotional materials to Japanese firms to increase their awareness of Canadian capabilities; and encouraging strategic partnerships.
- Expansion and liberalization of the Japanese telecommunications sector is creating opportunities for Canadian suppliers. Detailed market intelligence and close monitoring of changes to the regulatory environment are therefore central to the Action Plan. Events such as the Canada-Japan Telecommunications Exchange, planned for the Fall of 1996, will help link Canadian technology with Japanese business and industry association representatives.