

establish a strong presence in Japan, and to develop relationships and linkages with Japanese partners in Japan, in Canada and in third markets.

Many representatives of Canada's business establishment -- including some here today -- have recognized this imperative. They have been working with the federal and provincial governments to develop "Action Plans" in seven priority sectors: processed foods, fisheries products, building products, information technologies, auto parts, tourism and aerospace.

These plans together constitute a new Canadian Action Plan for Japan: an integrated effort on the part of all federal and provincial governments in support of clearly articulated private-sector strategies for realizing our potential in these high priority growth sectors.

Preliminary outlines of the Action Plans in each of these sectors -- some more complete than others -- are included in the background information kit available with the copies of my remarks today.

You will see that these plans are all different, depending on the requirements of each sector. There is, however, a common theme. Each plan calls for increased awareness and knowledge of the Japanese market, product adaptation and design to meet Japanese needs, and both collective and individual efforts to promote these value-added products in Japan. These are the well-tested elements of success.

I will cite just one example to illustrate the huge export potential in the sectors addressed by these plans.

Some 40 buyers representing 23 builders in Japan participated recently in a nine-day mission to Toronto, Calgary and Vancouver. They placed immediate orders with 14 of 17 firms visited for manufactured building products worth more than \$7 million.

Products of interest to this group included softwood plywood and aluminum concrete forms, kitchen and bathroom cabinets, prefabricated wall panels and house packages, aluminum railing, exterior brick panels, bathroom fixtures and wood doors.

Few of these buyers had any previous exposure to Canadian building products. The group realized purchasing high quality products abroad could cut distribution and input costs. The mission is expected to lead to still greater volumes of ongoing sales. It is a major success story illustrating both the huge export potential of this market and the trends we have identified in our Action Plans.

Canadians didn't discover Japan only yesterday.