

## **CANADA'S ACTION PLAN FOR JAPAN**

*Everyone talks about Japan, but nobody does anything about it - nobody, that is, but forward-looking Canadian exporters.*

Canada's exports to Japan, our second largest market, dropped by over one billion dollars in 1991 and recovered only slightly in 1992. In 1993 we regained the billion dollars and more. What's happening to trade with our largest overseas partner? The answer is twofold. While wildly fluctuating commodity prices are a major factor, it has been clear for some time that long term opportunities for Canada's lesser-processed, traditional exports will remain flat or decrease, while Japan will continue to increase its imports of value-added products.

Canadian companies who have seized this trend are experiencing real success in the Japanese market for specialized manufactured goods and services. More firms need to appreciate Japan's long term strategic importance and do the same.

By responding to Japan's evolving economy, Canadian business can take advantage of emerging market opportunities and adapt to Japan's changing import needs. Participation in the growth segments of the market will ultimately position Canadians for business opportunities in Asia Pacific and other world markets.

The ACTION PLAN, announced last Spring, is designed as a cooperative venture to tailor government's role as the provider of services and information in support of private sector efforts to develop and grow business with Japan. An analysis of the Japanese market and Canadian industrial capabilities provided the starting point: seven priority sectors.

**BUILDING PRODUCTS, FISH PRODUCTS, PROCESSED FOOD,  
AUTO PARTS, AEROSPACE, INFO TECHNOLOGY, TOURISM**

The three key objectives of CANADA'S ACTION PLAN FOR JAPAN are to

- increase awareness of Japan's changing market dynamics
- adapt product to these changes
- respond to the marketing challenges of these changes in Japan

What has happened so far?

The key to the PLAN's success is its cooperative, team effort. In the lead are industry groups, one for each priority sector. In some cases these are coalitions of industry associations, in some they are private sector groups that have come together specifically to tackle the Japanese market. Supporting these lead groups are government teams brought together from federal and provincial levels as appropriate for each sector.