

FOREWORD

Canada's Export Development Plan for Japan has been prepared to assist existing and potential exporters interested in expanding business in Japan. The review and analysis of this market provide the basis for the market development activities planned by the Department of External Affairs in conjunction with other federal departments in Japan over the next two to three years. The provincial governments, also active in supporting Canadian exporters, were consulted during the preparation of the plan. The development plan covers Canadian interests in Japan and highlights significant market opportunities in several specific sectors in which Canadian supply capability is well established.

The plan is presented in three parts. The Executive Summary provides a brief review of Canadian/Japanese trade relations and highlights the principal market opportunities identified for each of the industry sectors included in the plan. Part I, the Market Overview, focusses on bilateral Canada-Japan relationships and socio-economic and political conditions in Japan. This will be particularly useful to the reader seeking a broad introduction to the Canada-Japan trade environment. Part II, Market Opportunities and Sector Marketing Plans, will be of most interest to firms supplying goods and services in the selected industry sectors.