

News Release

December 5, 1994

No. 245

MACLAREN CHALLENGES EXPORTERS TO FOCUS ON THE "NEW" JAPAN

The Honourable Roy MacLaren, Minister for International Trade, today challenged Canadian exporters to take advantage of Japan's booming import market.

"The high value of the yen, sweeping economic, political and social changes, more demanding consumers, and market openings created by the GATT Uruguay Round of trade negotiations have combined to create unprecedented opportunities for Canadian exporters in the rich Japanese market," Mr. MacLaren said.

Canadian exports to Japan last year grew by 13 per cent, to reach \$8.5 billion. Japan is Canada's third-largest export market, after the United States and the European Union; sales to Japan in 1993 equalled exports to all other countries in Asia. "Hundreds of Canadian companies are enjoying great success in the Japanese market," said Mr. MacLaren. He added that "there is still huge potential for Canadian business, particularly in value-added products, where imports are growing the fastest."

To help Canadian exporters capitalize on opportunities in the "new" Japan, Mr. MacLaren unveiled a revised version of *Canada's Action Plan for Japan*. The updated Plan, produced in co-operation with provincial governments and the private sector, targets seven sectors where Canada is particularly well-placed to excel: building products, food products, fish and seafood products, automobile parts, information technologies, tourism and aerospace.

"The Plan gives Canadian business a strategic framework for export development activities in Japan. It helps build awareness of market opportunities, urges adaptation of products to market needs and details activities to promote products in the Japanese market," Mr. MacLaren said.

