

- While Canada maintains its traditional strength in sales of resource products, imports of Canadian manufactured or value-added goods now make up more than 40 per cent of Canada's sales to Japan. Canadian industry exports many processed goods, ranging from French fries to kitchen cabinets.
- In May 1993, Canada launched the *Action Plan for Japan*, a joint undertaking with the private sector, to alert industry to the changing market conditions, encourage product adaptation, and assist with product promotion. Since then, "Action Plans" have been developed in seven priority sectors: processed foods, tourism, information technology, auto parts, forest and building products, aerospace, and fisheries products.
- Japan is Canada's third-largest source of direct investment (C\$7.2 billion) and our second-largest source of portfolio investment (US\$49 billion). Automotive companies alone have invested C\$1.8 billion in Canada.
- Canada's trade commissioners in Tokyo, Osaka, Fukuoka, and Nagoya co-ordinate 50 to 60 trade promotion events each year, some in conjunction with ministerial visits.
- Recent Canadian company success stories based on outstanding export performance in Japan include Clearly Canadian Beverage Corporation, Mitel Corporation, Champion Road Machinery Limited, Maple Leaf Foods Inc., Northern Telecom Limited, CAE Electronics Limited, McCain Foods Ltd., and Douglas Manufactured Homes Ltd.