

News Release

Communiqué

Minister for
International
Trade



Ministre du
Commerce
extérieur

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THE MINISTER FOR INTERNATIONAL TRADE
TO ANNOUNCE JAPANESE MARKET SURVEY PROGRAM

International Trade Minister John C. Crosbie will be the keynote speaker at the Canada/Japan Business Cooperation Committee Conference (CJBCC), in Toronto, May 23, 1989.

The CJBCC is the major bilateral trade and investment event bringing together over 500 prominent Canadian and Japanese business leaders. Of these, some 250 are Japanese CEO's and senior company representatives from key sectors of Canada/Japan bilateral trade. During the conference, business leaders from both countries will actively review trade, investment and commercial issues affecting their economic relations.

The Minister's speech will touch upon the great importance the government places on the Asia Pacific region in Canada's global trade strategy, as well as the role of the FTA in that context. He will also discuss the opportunities for Japanese investment in Canada.

Mr. Crosbie will also launch a program of market surveys on specific Japanese sectors. The goal of the program is to assist Canadian exporters in taking advantage of opportunities in growth sectors in Japan. The first five surveys will focus on food products, one of the most promising and fast growing sectors in Japan. They will bear on the Atlantic herring roe market in Japan, the bottled water market, the processed meats market, retail food and beverages sector, and the Japanese food service sector. These surveys will be distributed by the Department of External Affairs in cooperation with industry associations.

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Japan is Canada's second most important trade partner accounting for 24 percent of our non-USA exports. In 1988, Canadian exports to Japan increased by 23 percent to \$8.7 billion and imports increased more modestly to \$9.2 billion, resulting in a decreased trade deficit of \$575 million.

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