APPENDICES
APPENDIX - 1

Summary of Canada’s Action Plan for Japan.

1) Building Products

- Japan is the world’s largest-housing market and Canada’s leading overseas market for forest products. In 1993, Canada’s exports to Japan of lumber, plywood and other wooden building materials amounted to more than $2.2 billion.

- Demand for imported housing products is rising as a result of acute labour shortages, high labour and domestic material costs, and recession-driven demand for lower-cost, Western-style housing. In general, Canadian exporters have not been as aggressive as their European and American counterparts in pursuing Japanese demand for value-added building products.

- The Uruguay round of world trade negotiations will reduce or eliminate tariffs on many products including plywood, particle board, wood mouldings, doors and windows. Canada and Japan have also launched bilateral discussions aimed at achieving mutual recognition of building product standards, thereby lowering the cost of testing and certification.

- The Action plan focuses on workshops, trade shows, advertising and promotion as ways of making Canadian firms more aware of Japanese requirements and making Japanese importers and builders more aware of Canada’s supply capabilities.

2) Fish Products

- Japan absorbs more than one third of the world’s total fish exports. Canada has maintained a 4.5 per cent share of this market, amounting to $825 million last year. The economic slowdown in Japan softened fish prices and severely hurt high-priced items, but demand is now growing as a result of economic recovery and declining domestic catches.

- Changes in consumer preferences have resulted in growing demand for products that are easily prepared.

- An aging workforce has led to greater Japanese investment in overseas processing facilities, some of which has gone to Canada, and there is potential for more.

- Uruguay round tariff cuts will reduce average tariffs on imported fish by 34 per cent over five years, thereby making Canadian imports more competitive.
Canada’s Action Plan focuses on market intelligence, including competitors’ strategies, detailed analyses of speciality markets, technology transfer projects and joint ventures, special promotions and participation in major trade shows.

3) Processed Food Products.

Canada has five percent share of Japan’s import market for agriculture and processed food products, with sales last year of $1.57 billion. Canada’s leading exports were oilseeds, grains, meat, processed food and beverages, and feeds. Canadian exports of soybeans, mineral water and ice cream were among those which experienced the biggest increases from 1992.

- Japanese economic recovery, market liberalisation and rising consumer demand for high-quality, convenient and competitively priced products, are creating new opportunities in an area where Canada enjoys an excellent reputation. Sales of beef, dairy products and fruit juices have been early success stories, and lower tariffs resulting from the Uruguay Round should create new opportunities for maple syrup, frozen pizza and a range of frozen and fresh vegetables.

- Regional markets show particular promise, as they establish direct business linkages with overseas suppliers, thereby avoiding costly intervention by Tokyo ‘middlemen’. Growth of the food services industry and corresponding demand for low-labour products is recognised in the Action Plan as a priority market.

- Action Plan initiatives feature federal-provincial-industry co-operation in building awareness of Japanese requirements through market information and intelligence, support for the development of marketing strategies, and participation in food shows.

4) Auto Parts.

- Largely because of its preferred access to the U.S. market, Canada has attracted more than $2 billion in Japanese auto assembly investment over the past decade, along with investments in 26 auto parts, tooling and material firms.

- Canada’s trade deficit with Japan in the automotive sector amounted to $4 billion in 1993. The major challenge is for Canadian parts manufactures to convince Japanese assemblers, both in North America and in Japan, to source more parts in Canada. Currently some 30 to 35 Canadian companies are accredited suppliers to Japanese assemblers, out of a total of about 400 Canadian auto manufacturers.

- The Action Plan encourages Canadian firms to make the necessary investment in technology, design, delivery and management practices to meet Japanese requirements. To build awareness of the market, federal and provincial
governments are working closely with the Automotive Co-operation Inc., and the Japan External Trade Organisation. Activities include technical seminars, market information and participation in major Japanese automotive shows.

5) Aerospace Industries

- Japan’s relatively small aerospace industry appears to be in the process of shifting from a narrow domestic and military focus to becoming a world-scale, first-rank aerospace competitor. This creates challenges and opportunities for Canadian aerospace firms.

- Canadian expertise in areas such as airport design and construction, air traffic control systems and other ground support be in demand.

- Action Plan efforts concentrate on developing heightened awareness of Japanese technical requirements and encouraging strategic partnerships, cooperative research projects and opportunities for subcontracting relationships with Japanese manufacturers.

- The Aerospace Industries Association of Canada will play a leading role in this effort and provide liaison with the Society of Japanese Companies.

6) Tourism

- Japan now ranks as Canada’s most important overseas market in terms of visitor revenues, generating a record $451 million in 1993. Long-term Japanese visits to Canada increased by 4.1 per cent the same year, with total visits up 2 per cent to 505,812. Japanese visitors spend more per day than any other tourists, averaging $157 per day in 1993.

- Following a Japanese government tourism mission to Canada in September 1993, the Canada Committee was formed to develop a number of strategies to meet the goal of tripling the number of visitors travelling between Canada and Japan to two million annually.

- The economic benefits of reaching the target – in Canada’s case, tripling Japanese arrivals from 500,000 to 1.5 million per year - are enormous. An additional $1 billion would be pumped into the Canadian economy each year, creating 20,000 new jobs.

- These strategies include: the promotion of tourism to Canada during the off-peak months by Canada’s major airlines; the development of a comprehensive cross-cultural skills and awareness training programmes for delivery in various sectors of the Canadian tourism industry; an action plan to meet the needs of independent Japanese travellers; and the development of special train and bus passes for Japanese tourists.
7) Information Technologies

• Canada’s information technology industries (including telecommunications, software, processing and professional services) had export sales of about $11.4 billion last year, generating roughly one quarter of total revenues.

• The proliferation of personal computers in Japan and the introduction of the Windows operating system create new opportunities for fast-growing Canadian software producers. Canadian software computers now have about 5 per cent of the software import market. Action plan initiatives focus on: expanding this share by concentrating on niche markets, where Canada’s small and medium-sized software firms excel; distributing promotional materials to Japanese firms to increase their awareness of Canadian capabilities; and encouraging strategic partnerships.

• Expansion and liberalisation of Japanese telecommunications sector creates opportunities for Canadian suppliers. Detailed market intelligence and close monitoring of changes to the regulatory environment are therefore central to the Action Plan. Participation in events such as the Canada-Japan telecommunications Exchange, planned for April 1995, is the type of activity aimed at linking Canadian technology with Japanese business and industry association representatives.
“Canada-Japan Forum 2000”, established in May, 1991 by the agreement of Canadian and Japanese Prime Ministers, is a joint initiative to develop a stronger and more effective bilateral partnership between the two nations to better respond to emerging challenges and opportunities in a remarkably changing world.

A striking advantage of the Canada-Japan Forum is the extent to which this exercise between our two countries has been entrusted to and carried out by private citizens. On both sides, the Forum has assembled prominent individuals from a wide diversity of experience and fields of interest. We have worked energetically and creatively to deepen the mutual knowledge and strengthen the many linkages between the two societies, and not just between governments or individual sectors.

The Forum undertook a comprehensive review of the current state of Canada-Japan relations and looked into the future, exploring how both nations could develop closer cooperation for enhancing peace, stability and prosperity not only for the two nations concerned, but for the international community in general and the Asia-Pacific region in particular. In order to pursue this mission, the Forum organized itself into the following four Task Forces:

**Task Force I**

To identify opportunities for Canada and Japan to co-operate on issues of long-term peace and prosperity, globally and within the Asia-Pacific region.

**Task Force II**

To explore ways and means to enhance economic ties in such fields as bilateral trade, industrial cooperation and scientific collaboration in a way which enables the two nations to further invigorate their economies.

**Task Force III**

To advance international cooperation on global challenges such as the preservation of the environment, strengthening the multilateral trade system, the protection of human rights and the resettlement of refugees.

**Task Force IV**

To promote understanding between the Canadian and Japanese peoples through enhanced mutual awareness of each other’s cultural heritage, educational system and historical development.
For decades the Cold War defined international security and much of international behaviour. The confrontation with communism enforced political and economic solidarity among the G-7 Summit countries and obscured many other sources of conflict and insecurity in the world. With the collapse of this Cold War structure, new disputes and conflicts have emerged, many with little linkage to ideology but rooted in poverty, ethnic, national or religious differences, and economic and environmental disputes. This new world demands a new framework for international security – incorporating economic, technological, social and other means – to achieve genuine comprehensive security. Our Forum believes that our two countries are well-placed to lead in gaining its acceptance.

Japan and Canada are G-7 Summit countries which share common values and global interests. Through long established diplomatic and trading relationships, immigration patterns, participation in the United Nations action in Korea and the Indo China truce commissions, as well as simple geography, Canadians have come to regard their country as having a Pacific orientation. Japanese and Canadians share a vital interest in the stability and prosperity of the region and in extending their associations in it. They share membership in its institutions including the Asia Pacific Economic Cooperation (APEC), the Pacific Basin Economic Council (PBEC), the Pacific Economic Cooperation Conference (PECC) and the Post Ministerial Conference of the Association of South East Asian nations (ASEAN PMC).

Current challenges to world peace and to the security of the Asia Pacific region, are of interest to both countries. Global change, we concluded, offers new opportunities for bilateral cooperation in addressing, as our Prime Ministers instructed us, “issues of long-term peace and prosperity, globally and in the Asia Pacific region.” We found significant complementarity: Japan desires to play a political role in promoting peaceful development and stability commensurate with its economic strength and trading interests; Canada has strong links of culture, kinship and history with the United States and both Western and Eastern Europe as well as a worldwide network of relationships through its membership in both the Commonwealth and la Francophonie.

While there were other possibilities, we make several action-oriented and practical suggestions which would enable our two countries to lead from their respective strengths and to make a difference.

**Recommendation I.1**

G-7 heads of government will meet in Tokyo in 1993. The G-7 Summit, which meets annually, is an institution of unique influence in the world. With the end of superpower rivalry, today’s international conjuncture could usher in a new age of peace and prosperity but the global agenda is dauntingly full of new challenges or old ones long masked by the necessities imposed by nuclear standoff. The
challenges of the global agenda include an array of contentious economic issues, but also new forms of instability and threats to international order such as environmental degradation, famine and poverty, the population explosion and refugee movements, an increase of nationalist and ethnic conflict, drugs, terrorism and nuclear safety. New forms of international cooperation are required to achieve global stability and economic growth, or "comprehensive security".

The Canadian and Japanese Members of the Forum recommend that at the Tokyo Summit in 1993 our two governments should raise for consideration a new core agenda for the Summits to achieve the objectives of comprehensive global security and an equitable sharing of responsibility for this goal among the Summit partners.

While recommending that this shared responsibility should be addressed in the Summit, we also stress that it must find its reflection in the broader-based institutions for global and regional cooperation, in particular the United Nations, the GATT, the international financial institutions, and the developing Pacific organizations. In this context, the Forum would urge the Canadian and Japanese governments to continue to work together to secure appropriate recognition of Japan's new capability and responsibility, for example by permanent membership on the UN Security Council. The comprehensive security core agenda could also be supplemented by additional issues and invitees as appropriate.

In adapting the ways in which the Summit nations will cooperate with each other in future, they must address more systematically today's challenges to comprehensive security, or "core agenda," of aid, environment, defence, trade, investment and technology and international financial stability. Through a more equitable, more feasible and more accountable division of tasks, and by each member contributing the best combination of its national strengths and national policy priorities, the Summit process would be immeasurably better equipped to contribute to long term peace and prosperity.

**Recommendation 1.2**

With the end of the Cold War the Pacific region is a major focus of world economic and political power. However, it is also the focus of many potential conflicts and, in marked contrast with the Euro-Atlantic region, there is virtually an institutional vacuum and a danger of a power vacuum or the dominance of competitive power politics.

It is important for Pacific nations to move to build upon the working structures of economic cooperation, which are leading the process of integration in this region, to address the issues of comprehensive security in the region. Given the diversity of the region, no single institutional framework will quickly emerge and it is essential to utilize a variety of fora.

Two existing regional frameworks may already afford this opportunity and others may evolve:
• The ASEAN Ministerial and post-Ministerial meetings have already begun to assume a role in wider political and security consultations, for example in relation to the South China Sea, and it is expected that this will continue and deepen.

• The Asia Pacific Economic Cooperation (APEC) forum, as its base of economic links solidifies, may also permit extension to address issues of comprehensive security. With this objective of reinforcing regional institutions to fill the current vacuum, it would now be timely to consider the convening of regular summit meetings of APEC participants. It is also possible that APEC membership will expand to include new partners in the region as they become capable of full economic cooperation.

• Within the context of strengthening regional dialogues on comprehensive security, special working groups could continue to be set up to address specific regional conflicts and disputes.

Recommendation I.3

At the non-governmental level, too, there is an urgent need for much stronger links of regional contact and understanding in a region of such vast diversity. These links go beyond the existing economics-focused networks.

Various non-governmental networks have been working to promote dialogue on regional cooperation and security and these can often involve governmental representatives as well and constitute early steps in confidence building.

A new initiative, which could respond to this need for deeper regional understanding, would be for interested scholars of the two countries to assemble to discuss and analyze a broad range of regional issues and relationships that will accompany the increasing economic change and interdependence in the region. This bilateral initiative, if successful, could lead to meetings on a regular basis with counterpart scholars throughout the region of a loosely-structured "Pacific Academy".

Recommendation I.4

During the work of this Forum, a major change occurred in the passage of the Peace Keeping Operations (PKO) Bill by the Japanese Diet and the sending of the first Japanese contingent (to Cambodia). Meanwhile the demand for peacekeeping activity worldwide has expanded dramatically and Canada has nearly tripled the size of its involvement.

To exemplify the new openings for international cooperation, Canada and Japan are well-placed to launch a joint initiative to develop the instruments of conflict prevention and conflict resolution for the
post-Cold War world. This partnership should be used, in collaboration with the United Nations, to respond to the conflicts and potential conflicts emerging in different regions.

A jointly-sponsored Japan-Canada Centre for Conflict Prevention and Conflict Resolution would bring much-needed political impetus, resources and international credibility to the efforts to fill the new "security gap" reflected in today's proliferating conflicts. Such a joint institution should be a catalyst for much wider participation from many countries. It should have an assured life of a reasonable period. The Centre could possibly be a neighbour symbolically (and even physically) to the Pearson College of the Pacific, the institution, named for the founder of peacekeeping, which does so much to advance global education among promising young people from our two countries and many others.

The proposed Japan-Canada Centre should be practical and action-oriented, and based on the highest standards of international expertise. It would gather practitioners, analysts and policy-makers to focus on actual and potential conflict situations of concern to the two countries, and appropriate courses of action, as well as on more general techniques and approaches for conflict prevention and resolution. For example, the Centre could contribute to training for civilian and senior military personnel to be involved in specialized aspects of peacekeeping; convene task-forces of regional specialists on "early-warning" of potential conflicts; on mediation proposals and techniques ("peace-making") and on cooperation through economic, cultural and environmental projects which could help in "peace-building".
Building Prosperity Together

Japan-Canada commercial relations span more than a century. Within the past twenty years the relationship has developed to the point that Japan has become, by far, Canada's second largest economic partner. Canada is currently in the seventh largest of Japan's economic partners. Taking into account, as well, the rapidly-growing economic relationship which Japan has with other countries in the Asia Pacific region, the importance of Japan to Canada is magnified, since these countries too are growing partners for Canada.

Historically, Canada has supplied Japan with bulk commodities such as coal and other minerals, grain, fish, lumber and pulp. Japan has supplied Canada with consumer-ready goods. It has been a natural and mutually-profitable arrangement. Most of Canada’s exports still originate in Western Canada. More than half of its imports are destined for Central Canada.

Japan's economy has undergone major structural change over the past two decades. This structural change has accelerated, dating from the currency realignments that flowed from the Plaza Accord in 1985. A decade ago, its import mix was roughly 75% commodities and 25% semi or fully finished goods. By 1991, the ratio was closer to 50:50. However, the import mix from Canada has not kept pace with this trend. Furthermore, commodity prices and tonnages have declined, particularly in coal and minerals. Grain prices are depressed due to subsidies in the European Community and the USA. As a result, Canada's exports to Japan have declined recently. It was noted that with the problems in the Canadian coal industry these exports may decline even more dramatically, unless corrective actions can be taken.

Total two way trade has shown remarkable growth. Canada’s 1971 statistics show that our two nations exchanged goods worth $1.6 billion dollars. By 1981 the figures were $8.5 billion and, in 1991, $17.4 billion.

Canadian success stories show that it is indeed possible to export manufactured goods to Japan. The forest industry has found that production to meet Japanese specifications brings substantial sales of finished products. The food industry (as it adapts its products) and some Canadian manufacturers of specialized machinery are also showing progress in expanding trade.

There are many areas of opportunity including food, software, environmental and other technology, housing components and complete homes. In fact, almost any sector where products can be custom-designed to fit Japanese needs will find a market.

It is vital to Canada’s future that more Canadian businesses become aggressive in pursuing those markets which are now open in Japan. Canadian business has been too slow to capitalize on the opportunities. Part of the reason is that previous Japanese restrictions on imports have entrenched in
However, the levels of Japanese direct investment in Canadian economic production are still low in relationship to its investment in the USA.

Canadian federal and provincial governments must harmonize their policies to ensure consistency in fiscal, environmental and labour matters. A broader view of issues must also be taken by all levels of government, including municipal, to reduce conflicting signals. It is vital that business be given an opportunity to compete on an equal basis with the United States, if Canada is to succeed in attracting investment. Labour and management must seek out ways to cooperate to ensure employment opportunities for Canada’s labour force. One way to do this is to create sectoral committees of labour and management to address concerns in a format outside the contract negotiation process. A good example is the Western Wood Products Forum.

**Recommendation II.1**

**Investment**

Japan and Canada have declared their support for bilateral corporate investment, strategic alliances, technological exchange and overall economic partnerships worldwide. Both Governments should commit to policies which will expand these initiatives by reducing or eliminating policies which impede such partnerships whenever they occur. The Canadian federal and provincial governments must ensure that they coordinate their policy initiatives.

Direct investment serves to transfer business resources, including technology and management know-how, together with capital, in a unified comprehensive package. It also leads to expanded trade as products are developed to meet customers’ needs worldwide. It is therefore the most suitable form of private economic cooperation. On the basis of the number of patents filed in recent years, Japan is now one of the world’s leading developers of new technology. Canada, too, has strengths in research and development. Both can now benefit by joining these strengths to ensure their economic future.

The Canadians have made progress in eliminating obstacles to investment over the past decade. The creation of Investment Canada, to replace the Foreign Investment Review Agency, has paved the way to attracting direct investment in greater quantities. More needs to be done, however.

The Japanese side identified specific investment obstacles in Canada including:

a) discriminatory taxation policies particularly as they affect small business
b) conflicting federal provincial jurisdictions or, in some cases, conflicts between departments within government. The rules are not clear in many cases.

c) labour-management relations are sometimes confrontational rather than cooperative
d) disclosure regulations for corporations
e) proposed revisions to provincial labour legislation (which is also of concern to Canadian business)
Canadian minds the image of a market that is difficult or impossible to penetrate. However, many of these restrictions have largely been loosened or removed, although the perception of an earlier time remains.

Where obstacles are found, they should be clearly identified and discussed. Only in this way can the Japanese take whatever steps that are needed to reduce or remove such obstacles.

The absence of Canadian media in Japan leaves the field open to reports of other people's problems and sometimes leads Canadians to see Japan through the eyes of others. Assertions in Washington that the Japanese market is closed, or that trade relations are difficult and in crisis, do not accurately reflect the Canadian experience and yet are much more widely read in Canada than Canadian success stories. As a result, far too many Canadian businesses just don't try.

Both Japan and Canada must undertake major restructuring of their economies to be ready for the next century. The Japanese have already taken many steps. Canada must accelerate the pace of its restructuring, particularly to attract investment.

Investment is a key economic linkage between Canada and Japan. Traditionally, Japanese investment in Canada has been in resource industries such as pulp and paper, mines, high risk oil and gas ventures such as oil sands technology and Arctic drilling.

Investment decisions are influenced negatively by Government policies of both countries in a number of cases. For example, the legislation establishing the Japan National Oil Company (JNOC) specifies that investments must be directly related to securing oil imports to Japan. Canada, on the other hand, has only recently allowed export contracts and limited them to the short term. Canadian taxation legislation discriminates against foreign investment in the energy sector. The Investment Canada Act contains restrictions on oil company takeovers. The interests of both countries would be better served if these policies were revised.

Sharing their technology and capital, Japanese and Canadians could work together productively in the countries of the circumpolar region to enhance their oil and gas production capability.

We believe that cooperation potential far exceeds what actually exists and has perhaps been inhibited by outdated stereotypes of our two countries. We have in mind a long standing, purely bilateral focus on resource extraction on the one side and investment and resource consumption on the other. Neither stereotype acknowledges the way in which the Japanese economy is evolving or the existence in Canada of intellectual and entrepreneurial resources capable of high levels of value-added on commercial technology-based activities.

Within the past decade, Japanese direct investment has broadened to include the automotive, electronic, finance and tourism sectors. At the same time, investment in the resource sector has continued. Japan has been a major source of portfolio investment, particularly in federal and provincial bonds.
Access to Japan

Opportunities for Canadian business in Japan have changed because of the structural change in import demand. Access for foreign goods has improved but the Japanese Government must strengthen its efforts to publicize its standards and regulations for imports into Japan, particularly when those differ from European or North American standards. Details of prequalification specifications should be made available within a reasonable time span for Canadian companies to respond. Japanese authorities must also ensure that Canadian goods will have better access to Japanese ports and improve the necessary infrastructure.

There is an urgent need for Canadian industry to adapt its production to respond to Japan's changed import profile, which is evolving toward manufactured goods at the expense of less processed materials that have long been Canada's main exports to Japan.

We discussed the challenge faced by new entrants to the Japanese market. We noted that in most cases there are few tariff barriers to access. However, certain regulations and standards are distinct to the Japanese market. Indeed, the absence of specific standards in some areas can be an obstacle. Prequalification is often necessary before bidding. Adequate information about all these aspects can be difficult to obtain. We observed a multitude of information sources available to business people. 2

The Forum noted other barriers, such as lack of quarantine facilities at airports for fresh food products, and delays caused by port congestion for lumber products etc. The complex distribution systems and lack of Canadian knowledge of Japan's traditional business practices were also cited. Penetrating the Japanese market is not an easy task, but this challenge is not exclusive to Canadians. It bears repeating: the Japanese market is more open than most Canadian business leaders realize.

Canadians must make a greater effort to inform themselves of Japanese requirements and business culture. Canadian business should keep abreast of demand side changes in Japan which are creating dynamic growth opportunities for exporting higher value-added products. The Canadian media can play an important role in this, through providing timely information from a Canadian perspective.

The Canadian side was concerned that there are laws and attitudes in Canada which inhibit production and exports of value added goods. An example is the freight assistance programs to export grains and other basic products which does not apply to value added goods.
By taking measures to respond to these concerns, Canada would be able to create an investment climate which is more attractive to foreign companies. The Canadian side undertook to bring these to the attention of the relevant Canadian bodies. The Japanese side undertook to publicize their conclusion that, because their Canadian counterparts were urging action to correct these issues as appropriate, they in turn would try and encourage more Japanese companies to invest in Canada.

Canadian direct investment in Japan began to expand in fiscal 1988, posting an increase from $142 million in 1990 to $764 million in 1991. This is a welcome development. To further encourage this desirable trend, the government and private sectors in Japan are joining forces in implementing measures to promote investment exchanges with Canada.

The Japanese Ministry of International Trade and Industry has taken a number of positive actions to assist in promotion of inward investment, including measures to ease the high cost of land and offices, expansion of financing measures, etc. A listing of these measures is available.1

Recommendation II.2

For Open Economic Cooperation

Canada and Japan are among the Asia Pacific economies that have the largest growth potential. Given this fact, what is required of our two countries is not just to enhance our own economic benefits, but to also make a sustained effort to help other Asia Pacific and Latin American countries, as well as those in other areas, to benefit from the progress made within the bilateral relationship. Canada and Japan must also search out opportunities to invest, and where appropriate, to invest together in beneficial projects in third countries.

The Asia Pacific Economic Cooperation (APEC) group is a good example of a multilateral forum for conducting regional economic cooperation in a manner that is open to others. It is important that Canada and Japan, while pursuing their bilateral relations, work together to maximize the benefits of APEC to all countries of the region. There is also considerable scope for the two countries to work together in the Latin American region. As a consistent priority, Japan and Canada must take care to ensure that their actions taken in other bilateral or regional relationships do not neglect or harm the other's interests.

Japan has highly valued the USA-Canada Free Trade Agreement (FTA) as a successful pioneering case of economic cooperation that satisfies the requirement of regional openness. The Japanese side expressed their appreciation of the efforts of the Canadian Government in ensuring, in certain auto disputes, that Japanese investment in Canada would not be at a disadvantage.

The Japanese side expressed their strong wish that, as with the FTA, it is important that the principle of regional openness be pursued in the North American Free Trade Agreement (NAFTA).
Recommendation II.4

Problem Resolution Mechanism

We noted that there have been few disputes between the two nations. The economic relationship is and has been largely harmonious. However, we also noted the time to set up a resolution mechanism is when there are no immediate problems to be dealt with. Ideally the private sector will resolve all disputes through exercising their best efforts to arrive at amicable solutions to issues.

However, it is recommended that the two governments explore establishing a suitable mechanism which would allow for prompt resolution and prevention of problems. When Government intervention is required, such intervention should be taken promptly so that trade, investment and technology decisions may be made under clear rules, for the benefit of both countries.
Meeting New Global Challenges Together

The Forum was charged with considering the advancement of international cooperation on global challenges such as the strengthening of the multilateral trading system, the preservation of the environment, the protection of human rights, and the resettlement of refugees. This provided the Japanese and Canadian members with the opportunity to range widely over the future international agenda and identify possible areas of bilateral cooperation with multilateral implications. These possibilities may be based either on similar strengths in strategic technologies, human resources, policy expertise and orientation, for example, or on complementarities between the two countries.

A basic premise of the Forum's work was that trade, aid, technology, mobility of people and preservation of the environment are all part of the equation of international competitiveness and global stewardship for the 1990s.

We agreed that there was much to be gained through mutually beneficial bilateral cooperation that would most certainly achieve results faster and more effectively than existing approaches in meeting the challenge of urgent problems confronting the world economy. In particular, initiatives linking trade and environmental issues, at a time when both Canada and Japan are experiencing a fundamental restructuring of their economies, can represent a highly creative approach and should receive high priority. The economy of the future must balance liberalized trade and investment with environmental policies based on sensible concepts of sustainable development to produce high quality products, services and enhanced business opportunities in environmental technologies. Cooperation of the kind we propose exemplifies the way in which our two countries can help each other toward both continued prosperity and good international citizenship.

A remarkable degree of mutual interest was identified. Two principal priorities emerged: the multilateral trading system and the environment. Other areas on the future international agenda such as human rights and refugees were noted more in terms of the scope for mutual assistance in knowledge-building and strengthened diplomatic cooperation.

The work of the Forum took place against the background of two major international events, the continuing Uruguay Round of multilateral trade negotiations and the Rio Conference on the Environment and Development under the auspices of the United Nations.

While the continuing uncertainties in trade negotiations were a matter of great concern, it emerged in our discussions that the most crucial challenge for the world trading community was to ensure that a completed Round would establish a sound institutional basis for future multilateral cooperation. The needs will be: to consolidate the achievements of this Round, address the new issues of the day and, in particular, provide for improved dispute settlement in the future. This is the basis of our recommendation for a Multilateral Trade Organization (MTO).
During the life of the Forum the North American Free Trade Agreement negotiations were successfully completed. The two sides exchanged views on the implications for Japan-Canada cooperation and recognized the necessity of ensuring that this agreement in no way contributed to perceptions of the development of an inward-looking trading bloc. We committed ourselves to working to assure utmost transparency with the objective that this new North American relationship would complement and even enhance the bilateral trading relationship with Japan.

The environment poses some of the comprehensive security challenges addressed in Task Force 1. The Rio Conference established new levels of national commitment by both Canada and Japan to promoting sustainable development world-wide. While there was satisfying evidence of an international political commitment to the issues raised at Rio, extraordinary efforts will be required by all nations for the goals to be put into action. Opportunities exist for close collaboration in the creation, and functioning, of the United Nations Commission on Sustainable Development. There has been good cooperation between our two countries but primarily at the technical level. What we now propose are some practical steps that build upon recognized technological strengths, which will serve as examples and thus raise consciousness in both countries of the opportunities for bilateral cooperation in advancing the global environmental agenda by contributing to our own countries as well as to global prosperity in harmony with our obligation of stewardship. This is the basis for recommendation 3 on the stewardship of the environment.

Recommendation III.1

**Strengthening the Multilateral Trade System**

Japan and Canada should give highest national priority to promoting the establishment of a strong multilateral institution with authority to arbitrate trade conflicts. This will be a Multilateral Trade Organization, as has been proposed in the on-going Uruguay Round. Having missed the opportunity in the postwar period when an International Trade Organization failed to gain the necessary support, it is vital that the world community now establish a body that would provide a more unified, effective and truly multilateral dispute-settlement mechanism that would reduce the threat of unilateralism. Such a body would also offer an institutional basis for increased coherence between international monetary, trade and financial policies through working closely and on a basis of equality with the International Monetary Fund (IMF) and the International Bank for Reconstruction and Development (the World Bank). Also the General Agreement on Tariffs and Trade (GATT) system would have to be improved to deal effectively with trade and economic issues after the 1990's; for instance, the establishment of rules to integrate environmental factors and competition policies, while maintaining the opportunities and strengths of the multilateral trade system. The Forum recommends special bilateral cooperation at the diplomatic level to press for a successful conclusion of the Uruguay Round and, in particular, the rapid start-up of the follow-up Multilateral Trade Organization (MTO).
**Recommendation III.2**

**North American Free Trade Agreement (NAFTA) and Beyond**

The Japanese group welcomes the statement by the parties to NAFTA assuring that the agreement is consistent with GATT. NAFTA should serve not only to stimulate and expand trade and investment inside the area, but also serve the growth of the world economy, thus strengthening GATT.

The Forum expects that NAFTA will contribute positively to the expansion of world trade. It expects NAFTA to be consistent with the ideals of GATT, by creating new opportunities for other trading partners as well as by being outward-looking. There are, however, still fears that, depending upon the way the agreement will be implemented, NAFTA could divert trade and investment from Asia to North America, or raise unforeseen barriers. There is now a need to determine the factors influencing regional and bilateral trade and investment decisions in order to build a common understanding of the impact of NAFTA on trade and investment intentions affecting the countries of the Asia Pacific region. The Forum encourages a timely examination of these trade and investment “diversion” issues. APEC would be an appropriate vehicle for promoting regional economic cooperation by addressing issues of this kind. The Forum also proposes that the possibility of strengthening ties between NAFTA and other Asia-Pacific countries, including Japan, should be explored.

**Recommendation III.3**

**Stewardship of the Environment**

Japan and Canada should launch a joint bilateral environmental project focused on the stewardship of the North Pacific Ocean. Oceans link, they do not divide. The North Pacific links both countries in resources, environment and trade. The initial objective of this project will be to monitor and assess the factors affecting the pollution of the ocean and hence the impact on the sustainability of the fish resource, from which we determine what actions are necessary. This should be coordinated with other activities such as marine projects within APEC, and other international activities.

In order to launch the project, Canada and Japan should identify and collaborate on the deployment of the appropriate strategic technologies, such as satellite and geographic information-based systems; ocean engineering and marine technologies; robotics; information technologies; opto-electronics; computer hardware and software; acoustic technology; and materials development, including biodegradable materials. Furthermore, the two countries, in cooperation with each other, should promote development and transfer of environmentally-friendly technology with a longer term perspective.
In particular, Japan and Canada should move towards a joint observation satellite (or satellites) by the year 2000 for an ongoing monitoring activity on atmospheric, oceanic and natural resources. Priorities and standards for measurement and protocol should be set. Data collected on a coordinated bilateral basis can be a pilot for, in the longer run, input to the data base for a broader, international understanding of the environmental problems and solutions and the responsibility for addressing them. Further collaborations would include issues on the global-scale destruction of the ozone layer, global warming, acid rain and proliferation of radio-active wastes. Canada and Japan should work in partnership on environmental concerns through relevant international treaties or agreements, such as Agenda 21 emerging from the Rio conference. The newly established (post Rio) United Nations Commission on Sustainable Development, United Nations Environment Program (UNEP), and APEC are potential vehicles.

**Recommendation III.4**

*Cooperation in Northern Regions*

Japanese tourists are discovering the beauty and attraction of the Canadian North. Some scientific co-operation has been conducted jointly on the challenges to operating in cold climates especially where the ecology may be fragile. Japan and Canada both have strengths in technological innovation in cold climates. They share an interest in serving the expanded potential markets in the circumpolar region while ensuring that these regions develop in accordance with principles of good environmental management.

The Forum recommends a sustained effort of mutual discovery focused on northern regions to identify areas of cooperation, (including, for example, transportation, oil and gas exploration and development, cold ocean technologies, advanced technologies and electronics and environmental technologies) where our private sectors can cooperate more fully to create joint ventures for market development.

**Recommendation III.5**

*Refugees and Human Rights*

The Forum recommends that opportunities be seized for each country to explore complementarities on the issues of refugees and human rights. The Japanese Government puts priority on relieving the global refugee problem, through such activities as the strong support of the United Nations High Commissioner for Refugees (UNHCR) and other international organizations that deal with the refugee problem. Canada has extensive governmental and academic expertise in global refugee issues, quite apart from experience gained through admission of refugees to residence in Canada. Given the policy implications of population movements, and for comprehensive security
itself, our two countries should be much more mutually supportive. Areas of policy priority should not be limited to resettlement but cover the entire spectrum of refugee challenges from early warning of disruption to ways and means of removing root causes.

We have agreed that efforts must be made to enhance the exchange of information on human rights, both nationally and internationally. Exchanging opinions and information would not be an end in itself but with a view to education through experience and promoting sound values.
Learning about each other; learning from each other

The two Prime Ministers asked the Forum to consider the promotion of understanding between the Canadian and the Japanese peoples through enhanced mutual awareness of each other’s cultural heritage and historical development. Without this awareness, there would be the potential for an undesirable outcome, ranging from personal unhappiness to an international crisis. With the agreement of the two co-Chairmen, a Canadian proposal to address education, and education systems, was added to our mandate. While this introduced a degree of structural complexity from the Canadian point of view, given the responsibility of its Provinces for education, it seemed vital for the Forum to review education in its broadest sense, from formal schooling to job-related training to hobbies. In so doing, we were able to consider little-explored areas of complementarity between attitudes and structures in Japan and Canada.

Why have we emphasized the importance of this Task, to the point of suggesting that it is the key to success over time in all the rest? We strongly believe that familiarity and respect lie at the base of all productive relationships. While existing cooperation is of the most excellent kind, and there is little to fault in the numerous activities at the corporate, individual and local level, our analysis of realistic prospects in the other Tasks led us constantly to wonder why more was not occurring naturally.

The question might be asked: Why Canada? Why Japan? It seemed to Forum members that they were encountering, in all four Tasks, reasons for special measures to enhance and exploit often neglected opportunities. For Japanese, exposure to Canada and Canadians can offer a special insight into what makes North America tick. Japan, as a leading country of modern Asia, offers Canada the experience to be gained from a sophisticated and very significant partner with special relationships throughout the Asia Pacific region.

The relationship is not without roots. Canadians played helpful roles, particularly as teachers, in Meiji Japan and thereafter. Japanese-Canadians have enriched Canadian life. Before the War, a Canadian transportation line provided the fastest route from Japan to the U.S. Atlantic seaboard, and even Europe, and thus provided a competitive advantage to Japanese silk, at that time one of its most important exports. Japan was one of the first countries with which Canada established diplomatic relations.

Today, Japan and Canada are G-7 Summit countries, with worldwide interests and obligations. Both respect the ideals of democracy and freedom. Our citizens share high standards of living and want to preserve and enhance them. However, our overall relationship has a long way to go, given these points in common and of the major trading relationship we have enjoyed in the past and want to shape to meet future needs. There is no ready habit of considering the other’s interests and attitudes. Without developing these attributes, the relationship will be less than fully satisfactory for our countries, and
peoples. The recommendations that follow are an effort not simply to build on what exists, but to inject a purpose, magnitude and an urgency that have been lacking to date.

Mutual understanding, awareness and knowledge are at the heart of all opportunities and productive activity. This Forum offers a unique occasion to identify and acknowledge what has already been accomplished, to build on existing strengths, and to create the mechanisms that will underpin the entire Japan-Canada relationship through the enhancement of knowledge and awareness of each other and through shared initiatives in the global environment.

**Recommendation IV.1**

To accomplish our goal of mutual understanding, we endorse exchanges of people in all walks of life: professional, leadership and youth, business, labour, the workplace, sports, academic and media exchanges.

We recommend the establishment of a Japan-Canada Fund for Mutual Understanding dedicated to such exchanges and to long-term cooperation and collaboration between Canadian and Japanese scholars, scientists, educators and artists. This endowed Fund would be committed to addressing issues that concern both of our countries directly and to issues of global significance.

A priority focus of the Fund should be learning from and about each other, in particular from each other’s respective approaches to education and life-long learning, including leisure pursuits and workforce training.

The scope of the funding would encompass topics of mutual interest such as the role of culture in development; the environment; North-South issues; the role of non-governmental agencies; our common interest in the United States, as well as issues arising from the deliberations of the Forum.

The Fund could serve as a repository for knowledge compiling and disseminating comprehensive data on mutual understanding.

Responsive in form, it would facilitate the establishment of lasting personal relationships in all domains between Japanese and Canadians.

**Recommendation IV.2**

To ensure that our educational systems include not only language training but a comprehensive understanding of each other’s history and culture, we recommend support for a joint initiative to develop teaching materials for mutual understanding that fully and accurately portray to each other our respective countries and peoples. Japan and Canada should together develop teaching...
materials (texts, videos, and films) to promote the understanding of the other country including its history and culture.

In Canada, the Japanese language is often taught by teachers at the secondary school level who are not specialists in Japanese as a second language. Teaching methods and materials are required to meet their needs. Training in methodology, use of such curriculum materials, along with evaluation methods, should be developed.

Such bilateral initiatives will require the support of both the public and the private sector.

Library resources should also be enhanced to support educational initiatives at all levels. We propose an enhanced programme of donations of books, for use in Japanese and Canadian studies, to schools and other educational institutions by the two governments and other organizations.

At present, "Haiku" has been successfully introduced into the primary educational curriculum in British Columbia and other provinces. The art of "Haiku" offers an excellent opportunity to understand Japanese traditional culture and we encourage its adoption throughout Canada to provide an opportunity for nature observation, language and environmental education.

**Recommendation IV.3**

Expressions of the talent and creativity of its citizens reflect a society's values and are the highest manifestation of human accomplishment. Even in cases where they are immensely popular at home, the arts, both historic and contemporary, often require special assistance before they can be appreciated by a foreign audience.

Large-scale, structured festivals, like the recent successful Great Canada '91, offer opportunities to attract large audiences and to profile a country's artistic richness. However, such undertakings require particular care and need private as well as public sponsorship at a time of intense competition for additional funds.

We recognize the necessity to build audience understanding over the long term and acknowledge the important work that is being accomplished. It is important to be able to build towards greater and more indepth exposure and on a larger scale than has existed heretofore. This can only be accomplished incrementally and through ongoing initiatives and the development of successful networks.

To this end, we recommend support for initiatives that will broadly introduce the arts, and particularly the contemporary arts, of our respective countries to each other. We also recommend more extensive museum and gallery collaborations and exchanges of exhibitions that will foster enhanced knowledge of each other's art and culture. And we endorse exchange programs of curators and performing arts experts on an ongoing basis to develop mutual awareness.
Recommendation IV.4

Detailed knowledge of the people and of each other's environments is the key to close relationships. While movements between Canada and Japan are encouraging, there is ample evidence to suggest that the potential is far from realized. There is literally no substitute for visiting a foreign country as a way of enhancing familiarity with it. Partnership between countries is both illustrated and cemented by visits, both ways. Over time we expect to see initiatives that will encourage repeat visits that go beyond the primarily geographic or traveller emphasis on seeing famous sights and are based on greater knowledge of the arts and culture of our countries and a deeper understanding of the richness and variety of our respective ways of life.

We recommend that the two countries, including both the private and public sectors (in Canada, with the full involvement of all provinces and territories) jointly address tourism potential and constraints with a view to encouraging early and significantly larger movements across the Pacific to satisfy the urgent need for deeper cultural understanding. We would support broadly-based, government-led, tourism missions.

Recommendation IV.5

Broadcast relations and the examination of more extensive use of our excellent communications networks are a logical area for collaboration. It is hoped that the private sector will lead the efforts to further step up bilateral collaboration in film, TV and other forms of media through joint production, personnel exchanges and training that go beyond technical assistance and provision of facilities.

We recommend the implementation of structural means to support Japan-Canada film co-productions, thereby encouraging the development of films and programs that would increase understanding and would support access to broadcasting for co-productions. Furthermore, we recommend that measures should be taken in both countries in order to increase opportunities to broadcast these films.
## APPENDIX - III

**LARGEST JAPANESE COMPANIES IN CANADA:**
**PRODUCTS MANUFACTURED AND LOCATION IN 1989**

<table>
<thead>
<tr>
<th>NAME</th>
<th>PRODUCT MANUFACTURED</th>
<th>PROVINCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Daishowa Forest Products</td>
<td>Wood and Paper Pulp</td>
<td>B.C.</td>
</tr>
<tr>
<td>2. Crestbrook Forest Industries</td>
<td>Lumber, Plywood, Pulp</td>
<td>B.C.</td>
</tr>
<tr>
<td>3. Bridgestone (Canada)</td>
<td>Automotive</td>
<td>Ont. (B.C. dist.)</td>
</tr>
<tr>
<td>4. Toyota Canada</td>
<td>Automotive</td>
<td>Ont. (Manu.)</td>
</tr>
<tr>
<td>5. Matsushita Electric</td>
<td>TV, Microwave, Components</td>
<td>Ont. (Manu. dist.)</td>
</tr>
<tr>
<td>6. Honda Canada</td>
<td>Automotive</td>
<td>Ont. (Manu. dist.)</td>
</tr>
<tr>
<td>7. Canon Canada Inc.</td>
<td>Computers, Office Equipment</td>
<td>Ab, Ont. Que.</td>
</tr>
<tr>
<td>8. Hitachi (HSC) Canada</td>
<td>TV, VCR, Household</td>
<td>Ont. (Manu. dist.)</td>
</tr>
<tr>
<td>9. Mitsubishi Elec.</td>
<td>Electrical Appliances</td>
<td>Ont. (Manu. dist.)</td>
</tr>
<tr>
<td>10. Nisshin Automobile</td>
<td>Automobiles</td>
<td>Ont. Que. (dist.)</td>
</tr>
<tr>
<td>11. Yamaha Motor Canada</td>
<td>Automobiles</td>
<td>Ont. (B.C. dist.)</td>
</tr>
<tr>
<td>12. Sharp Electronics</td>
<td>Electronics Products</td>
<td>BC, Que (Manu.)</td>
</tr>
<tr>
<td>13. Mazda Canada</td>
<td>Automobiles</td>
<td>Ab, Man, Ont, NS (dist)</td>
</tr>
<tr>
<td>15. Mitsui (Canada)</td>
<td>Trading</td>
<td>Ab, BC, Ont, Que (dist)</td>
</tr>
<tr>
<td>16. Mitsui Canada</td>
<td>Trading</td>
<td>BC, Ont, Que (dist)</td>
</tr>
<tr>
<td>17. Mitsui Canada</td>
<td>Trading</td>
<td>Ab, BC, Ont, Que (dist)</td>
</tr>
<tr>
<td>18. C. Toh (Canada)</td>
<td>Trading</td>
<td>Ab, BC, Ont, Que (dist)</td>
</tr>
<tr>
<td>19. Sumitomo Canada</td>
<td>Trading</td>
<td>Ab, BC, Ont, Que (dist)</td>
</tr>
<tr>
<td>20. Nissho Iwai Canada</td>
<td>Trading</td>
<td>Ab, BC, Ont, Que (dist)</td>
</tr>
<tr>
<td>22. Toshiba of Canada</td>
<td>Electronics</td>
<td>Ab, BC, Man, Ont, Que (dist)</td>
</tr>
<tr>
<td>23. JVC Canada Inc.</td>
<td>Electronics</td>
<td>BC, Ont.</td>
</tr>
</tbody>
</table>

**Source:**
## APPENDIX - IV

### THE NUMBER OF JAPANESE COMPANIES IN CANADA: BU INDUSTRY AREA AND PROVINCE IN 1989

<table>
<thead>
<tr>
<th>INDUSTRY</th>
<th>NUMBER OF BRANCH OFFICE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ONT</td>
</tr>
<tr>
<td>Agriculture, Forestry, Fishing</td>
<td>0</td>
</tr>
<tr>
<td><strong>Manufacturing/Wholesale</strong></td>
<td></td>
</tr>
<tr>
<td>Autos/Trucks/Motorcycles (incl. parts)</td>
<td>24</td>
</tr>
<tr>
<td>Construction, Machinery, Tools</td>
<td>24</td>
</tr>
<tr>
<td>Chemicals/Metals</td>
<td>2</td>
</tr>
<tr>
<td>Textiles &amp; Rubber Products</td>
<td>1</td>
</tr>
<tr>
<td><strong>Sub-total</strong></td>
<td>51</td>
</tr>
<tr>
<td><strong>Retail/Wholesale</strong></td>
<td></td>
</tr>
<tr>
<td>Electronics (app/comput/musical instr.)</td>
<td>42</td>
</tr>
<tr>
<td>Trading Companies</td>
<td>9</td>
</tr>
<tr>
<td>Office Equipment</td>
<td>9</td>
</tr>
<tr>
<td>Garments/Accessories/Sporting Goods</td>
<td>2</td>
</tr>
<tr>
<td>Photographic and Optical Equipment</td>
<td>6</td>
</tr>
<tr>
<td>Chumaware/Photoware/Glasses</td>
<td>3</td>
</tr>
<tr>
<td><strong>Sub-total</strong></td>
<td>68</td>
</tr>
<tr>
<td><strong>Service/Wholesale</strong></td>
<td></td>
</tr>
<tr>
<td>Transport (airlines, shipping, courier)</td>
<td>15</td>
</tr>
<tr>
<td>Foods and Beverages</td>
<td>1</td>
</tr>
<tr>
<td>Travel Agencies</td>
<td>2</td>
</tr>
<tr>
<td>Hotel and Real Estate</td>
<td>2</td>
</tr>
<tr>
<td>Media (news agencies, publications, films)</td>
<td>4</td>
</tr>
<tr>
<td><strong>Sub-Total</strong></td>
<td>28</td>
</tr>
<tr>
<td><strong>Miscellaneous</strong></td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>197</td>
</tr>
</tbody>
</table>

APPENDIX - V

JAPANESE VISITORS TO CANADA

<table>
<thead>
<tr>
<th>Year</th>
<th>Japanese Visitors</th>
<th>Per Cent Change</th>
<th>Non-U.S. Visitors</th>
<th>Japanese as a percentage of all non-U.S. visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>162,300</td>
<td></td>
<td>1,163,000</td>
<td>7.5</td>
</tr>
<tr>
<td>1981</td>
<td>146,461</td>
<td>-9.7</td>
<td>2,144,732</td>
<td>6.8</td>
</tr>
<tr>
<td>1982</td>
<td>139,447</td>
<td>-4.8</td>
<td>1,974,661</td>
<td>7.0</td>
</tr>
<tr>
<td>1983</td>
<td>138,716</td>
<td>-0.5</td>
<td>1,775,739</td>
<td>7.8</td>
</tr>
<tr>
<td>1984</td>
<td>162,246</td>
<td>16.9</td>
<td>1,887,222</td>
<td>8.6</td>
</tr>
<tr>
<td>1985</td>
<td>174,503</td>
<td>7.5</td>
<td>1,808,038</td>
<td>9.6</td>
</tr>
<tr>
<td>1986</td>
<td>235,200</td>
<td>34.8</td>
<td>2,259,800</td>
<td>10.4</td>
</tr>
<tr>
<td>1987</td>
<td>311,700</td>
<td>32.5</td>
<td>2,642,600</td>
<td>13.8</td>
</tr>
<tr>
<td>1988</td>
<td>404,600</td>
<td>29.8</td>
<td>3,105,900</td>
<td>13.0</td>
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<tr>
<td>1989</td>
<td>462,700</td>
<td>14.4</td>
<td>3,276,800</td>
<td>14.1</td>
</tr>
<tr>
<td>1990</td>
<td>474,132</td>
<td>2.5</td>
<td>3,256,391</td>
<td>14.6</td>
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<tr>
<td>1991</td>
<td>480,308</td>
<td>1.3</td>
<td>3,240,529</td>
<td>14.8</td>
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<tr>
<td>1992</td>
<td>495,823</td>
<td>3.2</td>
<td>3,303,479</td>
<td>15.0</td>
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</table>

Source: Statistics Canada