

shrimps and prawns, in the Tapa-Nya-Ki restaurants. As of December 1992, the import price of lobsters is US\$7.90 per pound C.I.F., subject to a 5% mortality rate. Import statistics for the half-year ending June 1992 are as follows: 0306.11 (8626 kilos valued at US\$226,245); 0306.12 (34,640 kilos valued at US\$873,210); 0306.21 (6341 kilos valued at US\$173,031); and 0306.22 (17,580 kilos valued at US\$343,780). Local sources have estimated that there would be approximately 150 tonnes of frozen and live lobster imported during the last half of 1992.

There is no specific protocol covering the importation of lobster from Canada to South Korea. To date, imports have been accompanied by a standard certificate issued by Fisheries and Oceans Canada which states that the lobsters concerned have been taken from Canadian waters, and that mercury and lead levels are below 0.5ppm and 0.02mg per kilo on a wet tissue basis. The document must also certify that the lobsters concerned are free of antibiotics (eg. oxytetracycline).

Imports of live, chilled or frozen lobster are not subject to quantitative restrictions. The customs duty on lobster is 20% of C.I.F. value, and there is a V.A.T. of 10% of duty paid value applied.

Although trade promotional activity will be necessary in order to create a greater awareness of Canadian lobster in the South Korean market, this need not involve expensive print and electronic media. Point of sale (POP) promotions with Korean language POP material (including brochures), along with taste promotions in selected hotels, would be an appropriate level of commitment. To be effective, these initiatives should be undertaken in cooperation with well placed importers and distributors. Experience Canada '94 (held in the second week of March 1994), is a major trade promotional event for the coming year to be organized by the Post. This type of event provides an excellent opportunity for the Canadian lobster trade to gain a high profile in the South Korean market. Another possibility would be to participate in a specialty trade fair such as Seoul Food, which is held each April under the auspices of the Korean Trade Promotion Corporation (KOTRA), or the annual chain store trade fair.

The Post recommends that it is not necessary to retain a South Korean agent in the lobster trade. Canadian suppliers should deal directly with importers and distributors, as each importer will be concerned with the need to develop the Korean lobster market. Canadian exporters should approach several Korean firms initially, with a view to making some trial shipments before considering entering into an exclusive distribution arrangement.

The growth of an affluent middle class in South Korea has recently led to a burgeoning market for some seafood products, including lobsters. The Korean market can support high prices for products that are perceived as being of premium quality. The Post suggests that this market would be worth exploring for Canadian lobster exporters that are willing to commit at least modest resources to market development in cooperation with South Korean importers and distributors.