Consideration needs to be given to how best to service the Post's need for good data on Canadian supply capabilities.

Product/service information from Canadian companies; Comment: Good company literature permits Post officers to work effectively for you. Literature should always be left with firms when visiting Côte d'Ivoire. Visitors should consider taking give-away promotional items that can be left on desks to remind importers of the firm's capabilities. Don't be out of sight and out of mind.

The post has been supplied with copies of the Directory of Canadian Fish and Shellfish Exporters and "WIN Exports" data on Canadian fish exporters.

POST EXPORT SUPPORT ACTIVITIES PLANNED OR IN PROGRESS:

- Collect information on fish importation arrangements and disseminate to Canadian suppliers. Results expected: visits to Fisheries Directorate. Status: Visits were made to the Fisheries Directorate and information transmitted to Ottawa.
- Await Ottawa's comments on report submitted re Cote d'Ivoire potential. Results expected: establish contact between Canadian suppliers and Ivorian buyers. Status: Report has been received from Côte d'Ivoire. Data from the report has been incorporated in this review of the Côte d'Ivoire market. A copy of the report is available on request. In addition, comments have been provided to the Post on the value of the information and the Post has been encouraged to seek copies of relevant regulations governing fish importation and distribution. The Post is also being asked to provide information on traditional Côte d'Ivoire trade practices for marketing fish.
- Fish market study; update re demand, key importers and competition. Submit to Ottawa. Status: Study is proposed for the 1989-90 fiscal year.
- Organize mission of three fish buyers to Canada. Results expected: first Canadian fish sales to CI before the end of 1988. Status: Ivorian importers inspect product prior to shipment. Visits were arranged to facilitate product inspection in association with the first significant sales to Côte d'Ivoire in recent years. Visits to Canada were made during the winter and spring of 1988.

MARKETING TIPS FROM YOUR TRADE COMMISSIONERS:

Language:

To take the best advantage of the market opportunities in Côte d'Ivoire, Canadian fish exporters should have a long-term capacity to do business in French.

Some Côte d'Ivoire importers have a capacity to do business in English but most do not.