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## NOTICE TO READERS

The Canadian Embassy in Beijing has previously identified the fisheries sector as a priority sector for export promotion, which points to the likely existence of certain opportunities which Canadian seafood exporters might be encouraged to pursue. This document has been prepared with a view to providing Canadian fish and seafood exporters with basic information on the Chinese market. The report identifies market opportunities of potential interest to Canadian seafood exporters and provides data on the socio-economic characteristics of China, such as population, land area, language, business travel and economic structure. Information on the domestic Chinese market includes data on demand, supply, imports, distribution, marketing opportunities, domestic industries, market access, transportation, and consumption habits in China.

Various market access factors are identified in the report. They include documentation, inspections, packaging, marketing tips and regulations. A section of the report deals with modes of transportation in China. The International Trade Centres (p.19) across Canada, and the Geographic Trade Divisions in the Department of Foreign Affairs and International Trade (p.18), are provided as contact points for Canadian seafood exporters interested in the Chinese market. In addition, a list of the major trade contacts for Canada-China trade relations are provided as a source of information for doing business with China.

Care has been taken to ensure the accuracy of the information in this guideline at the time of preparation. However, prudent **Canadian fish and seafood exporters are advised to check all relevant details with their commercial contacts and to adhere strictly to the requirements and regulations set by Chinese importers and authorities.**

This report is one in a series of "Country Guidelines" being prepared by the Sectoral Liaison Secretariat (TOSA), Department of Foreign Affairs and International Trade. Any questions about this report, or other current or upcoming country guidelines, should be directed to the Sectoral Liaison Secretariat (TOSA) at 125 Sussex Drive, Ottawa, Ontario. [Tel:(613) 995-1712, Fax:(613) 943-1103]. This document is also available through the FAXLINK system at (613) 944-4500.

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