

The conference attracted favourable press coverage. A major article appeared in FISH TRADER, the most important trade journal serving all segments of the UK fishing industry. As follow-up a number of activities are being examined. These include seminars for UK chefs demonstrating lobster handling and presentation techniques and a lobster promotion in a London restaurant chain catering to tourists. London attracts 20 million visitors a year, many from countries with a lobster eating culture. It is also proposed to apply the seminar/tasting concept in other markets where potential for market growth exists.

The Fisheries Division of External Affairs and International Trade Canada plays the key role in the promotion and dissemination of export market information on lobster. Information on lobster promotions and other fisheries trade promotion activities carried out by EAITC may be obtained from the list of contacts in the appendix. For exporters the first point of contact for export trade services are the International Trade Centres, located in major centres across Canada.