

Mission: 422 Vienna
Market: 026 Austria
Key Sub-Sector: All sub-sectors

Specific Product Opportunities

Current Imports (mt)

Filletts, saltwater (fresh/chilled/frozen)	8898.6
Salmon (all kinds)	652.3
Filletts, freshwater (fresh/chilled/frozen)	373.3
Smoked fish	242.3
Caviar substitutes	239.3
Crustaceans (fresh/frozen)	68.4
Trout (fresh/chilled/smoked)	
Sole (fresh/chilled/frozen)	
Herring (fresh/chilled/frozen/canned)	
Mackerel (frozen/canned)	

General Comments:

During the period 1985-89 Austrian imports from Canada showed a steady and healthy increase of approximately 100 percent. The best year was 1988-89 when fish imports from Canada increased by 61.6 percent. Amongst the increases were fresh frozen and deep frozen fish which increased by 152 percent; crustaceans and molluscs which increased by 9 percent; and other fish, prepared which increased by 36 percent. Besides the imports by Unilever which dominates the market, demand exists for higher value-added products and specialty fish and fish products. In addition, some demand exists for herring provided Canadian prices are competitive.

FOR FURTHER INFORMATION:

**Canadian Embassy
Dr. Karl Luegar Ring 10,
A-1010 Vienna,
Republic of Austria
Tel:(011-43-222) 533-3691
Telex: 11-5320
Fax:(011-43-222) 535-4473
Mr. L.N. Decrinis
Commercial Officer**