

## FISHERIES

The Fisheries Division of External Affairs and International Trade Canada (EAITC) is responsible for export market development for Canada's fish and seafood sector, including aquaculture and related services. Its first priority is to encourage coordinated and effective export market development for Canadian seafood.

In March 1991, the Division organized a government/industry conference in Halifax on export market development for Canadian fish and seafood products. On the basis of consultations with industry and the provinces, the Division retained the focus on four marketing themes: salmon, lobster, underutilized species, and value-added products and higher-value species.

The Division undertook a World Lobster Marketing Survey to assess the potential in 38 countries and regional markets for increased exports of Canadian lobster. Members of the Division participated in the Canadian Lobster Seminar in Boston in April 1990 and spoke at the Annual Conference of the Shellfish Association of Great Britain in London in May. A World Salmon Marketing Survey was also initiated. In addition, a series of promotional projects was carried out under the Atlantic Fisheries Adjustment Program (AFAP). The projects included participation in and support for a Seminar on Underutilized Fish Species, and the preparation and distribution of a new edition of the *Directory of Canadian Fish and Shellfish Exporters*.

The *World Directory of Seafood Importers* was also prepared and distributed under AFAP. The directory is the widest survey of foreign seafood markets ever undertaken for the Canadian seafood

sector. To encourage use of personal computers and other high-technology tools in seafood marketing, a diskette version of the directory was also prepared.

The Division prepared and distributed reports to seafood exporters on such events as Seafood '90 (a conference on seafood marketing sponsored by the Food and Agriculture Organization held in Kyoto, Japan, in the spring of 1990) and Sea Fare International 1990, in Long Beach, California.

Market intelligence materials provide Canadian seafood exporters with vital market assessments. In autumn 1990, the Division issued a new edition of the *Fish Product Export Market Opportunities Guide*, with a new annotated version available to exporters. New "Guidelines for Canadian Fish Exporters" were issued for both Japan and France. Other guidelines being prepared include a report for Mexico, based on divisional participation in an industry mission there in the spring of 1991.

The Division organized the participation of commercial officers from Canadian trade offices abroad in the joint annual business meeting of the Fisheries Council of Canada and the Canadian Association of Fish Exporters. The director of the Division serves as an ex-officio member of the board of the latter.

Under the Program for Export Market Development (PEMD) provisions for special activities, support was extended to the Canadian Association of Fish Exporters, the Canadian Sealers' Association, the Association québécoise de l'industrie de la pêche, the P.E.I. Seafood Processors' Association, the Association des producteurs de hareng fumé de la région de Cap Pelé, the Fisheries Council of British Columbia, the B.C. Oyster Board and the B.C. Salmon Farmers' Association.

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## DEFENCE PROGRAMS AND ADVANCED TECHNOLOGY

### AEROSPACE AND DEFENCE PROGRAMS

The Aerospace and Defence Programs Division reflected the continued strength of the export sectors it serves (aircraft, marine and defence products). Sales by Canadian aerospace manufacturers were particularly strong, rising to \$8.2 billion in 1990 from \$7.7 billion the previous year. At \$6.2 billion, exports accounted for over three-quarters of the sector's revenues.

The Division organized and participated in a broad range of successful export development activities. These included:

- HITEC '91, the successful high-technology export conference, in which 51 trade commissioners from missions abroad provided export advice to 323 business delegates in over 3 500 personal interviews;
- the Subcontractors IV Exhibition which allowed 115 Canadian firms to display their products to more than 100 American and Canadian prime contractors. It is estimated that sales of \$20 million will result;
- the reception of high-level business executives from Germany as well as defence and aerospace missions from Chile, the U.S., Finland, Thailand and Italy;