

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BOSTON

Market: UNITED STATES OF AMERICA

Sector : FISHERIES, SEA PRODUCTS & SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	2020.00 \$M	1800.00 \$M	1850.00 \$M	1900.00 \$M
Canadian Exports	1005.00 \$M	900.00 \$M	960.00 \$M	970.00 \$M
Canadian Share of Market	50.00 %	50.00 %	50.00 %	51.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	22.00 %
NORWAY	7.00 %
ICELAND	6.00 %
DENMARK	4.00 %
ARGENTINA	1.00 %
OTHER COUNTRIES	10.00 %

Current Status of Canadian

exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. NOTE!!! THIS IS FOR FIN FISH ONLY (NOT SHELLFISH)!
2. Farmed Salmon
3. Cod
4. Turbot
5. Redfish
6. Silver Hake
7. Mackerel
8. Flatfish

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Bilateral economic trade agreement
- Willingness of exporters to invest/joint venture in territory