

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

**Specific Product Opportunities**

**Current Imports (mt)**

Fillets, saltwater (fresh/chilled/frozen)	8898.6
Salmon (all kinds)	652.3
Fillets, 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**