

Mission: 435 Copenhagen

Market: 093 Denmark

Key Subsector: 021 Fish & Shellfish and Other Products

Denmark is a sophisticated importer of relatively unprocessed Canadian fish products as inputs for further processing by local firms (e.g., Pacific chum salmon for smoking, lumpfish roe for processing and packaging into high-value, small unit product).

Canadian fisheries exports to Denmark totalled over C\$34 million in 1987; however, a proportion of this probably relates to Denmark's role as an entrepot.

Specific Product Opportunities: Current Imports (\$CDN)

Salmon	\$77.00 M
Shrimp	\$250.00 M
Cod	\$114.00 M
Roe (Lumpfish)	\$6.00 M
Lobster	\$3.00 M

Comments on Above Products/Species - Specifications

1) Frozen Salmon

Denmark imports primarily chum salmon, a lower priced Pacific salmon species which is used for smoking in Denmark. Canadian salmon exports to Denmark have remained relatively stable through 1986-1988 in spite of heavy competition from Norwegian farmed salmon.

2) Salmon

Canadian exports of shrimp have increased from \$4.1 million in 1986 to \$12.1 million in 1987 to \$35.5 million in 1988. It is our understanding that most of our current exports of shrimp are directly re-exported by the Danish importers to Japan.

3) Lobster

This is a growing export to Denmark and Canadian exports of \$1.9 million in 1988 consisted of about 20 percent live and 80 percent frozen.

4) Lumpfish Roes

Lumpfish roes are exported in 100 kg barrels from Newfoundland and then seasoned and repacked in consumer packages in Denmark. The autonomous tariff on unprocessed roe is 15% (suspended July 1/88 - June 30/89) while "caviar substitutes" attract a tariff of 30%.