

## INTRODUCTION

Trade Commissioners from the Fisheries Division regularly attend selected international seafood trade shows.

At the shows, Trade Commissioners provide information on the Canadian fisheries and the fish processing sector, provide sourcing information to foreign buyers and generally serve Canadian exporters.

The priority role for Trade Commissioners, however, is to serve as the "eyes and ears" of non-participating Canadian exporters and to report on the activities of competitors, note interesting presentations, new products, new packaging, and generally identify the clientele of the fair and the demands of the market.

In the normal course of our activities, reports are prepared and distributed to Canadian fish exporters. This report on "Sea Fare International 89" is one of several being prepared on the 1988/89 trade fair season. Other reports are available on the Boston Seafood Show, ANUGA and SIAL.

During the coming months we will be refining and standardizing the format of these reports so as to better serve your needs. However, we can use your help. If the information in this report is useful, let us know. If we have omitted an element of interest to you in developing your export strategies, let us know. If you want more emphasis on one area than another, let us know.

Concerns, comments and questions can be addressed to Mr. Richard Ablett, Director, Fisheries Division.