

## FISHERY PRODUCTS INTERNATIONAL LIMITED

As the world's largest harvester and processor of cod and flatfish, Fishery Products International, located in St. John's, Newfoundland, receives 85% of its annual revenues from foreign sales. In an effort to increase those figures, the company began looking beyond its traditional markets in the United States and Great Britain in the early 1980s. And, while Switzerland may not seem an obvious market for expansion, the choice has proven very successful.

Fishery Products International targeted the huge Swiss food retailer, Migros, as an excellent opportunity to diversify its product range and increase sales. Today, FPI exports \$10 million in annual sales to Switzerland. In fact, the arrangement has worked out so well that a similar strategy has been employed to penetrate the Japanese market.

