

importer's application for a license.

Regulations must be followed to the letter to avoid fines. OTHER: Global quotas are set for countries outside EEC and CFA Franc Zone, based on available foreign exchange; national quotas are negotiated bilaterally.

#### FACTORS AFFECTING CANADIAN EXPORTS

##### FACTORS FAVOURABLE FOR CANADIAN EXPORTS:

The post plan indicates that the degree of import duty protection tends to be low. Note: while import duties per se are relatively low, import surcharges ranging from 15% to 30% apply (see above). The fact that countries within the Economic Community of West Africa (CEAO) are exempt from these duties and tariffs constitutes a considerable advantage for exports to Côte d'Ivoire from such neighbours as Mauritania and Senegal.

##### REASONS FOR LACK OF CANADIAN EXPORTS TO DATE:

The post plan for 1988-89 notes following reasons for lack of exports to date:

-Non-competitive pricing. Comment: Canadian C and F Abidjan prices are 50% higher than those of European suppliers.

-Difficulties adapting marketing techniques. Comment: tradition is very important to the purchase and sale of fish in Côte d'Ivoire. Firms should seek to duplicate established practices as closely as possible. For example, packaging which does not duplicate that of European competitors will meet market resistance from the all-important "mammies". "Overpacking" cartons is a normal practice. New or different marketing techniques will constrain sales.

-Relatively new and unexplored market prospects. Comment: because of the Ivorian need to supply general public consumption needs, Ivorians regularly seek sales offers from Canada. However, to the Post's knowledge, only a handful of Canadian businessmen have visited Côte d'Ivoire to assess the market.

##### REASONS FOR PREVIOUS SUCCESS OF CANADIAN EXPORTERS:

No factors reported by mission.

##### LIMITATIONS OF SOURCING TOOLS CURRENTLY AVAILABLE:

Sourcing assistance from Canadian federal/provincial governments and departments; Comment: To facilitate trade, the Post needs to be in a position to indicate that supplies of target species (e.g. mackerel) are available from Canada in the quantities required by Ivorian importers, and can be readily assembled for shipment in the month when Côte d'Ivoire importers are buying. It is better to indicate that no supplies are available at the moment, and to suggest a future date when supplies will be assured, than to suggest that product is available and not be able to deliver.

To some extent, supply reports provided by External Affairs and Fisheries and Oceans may address this informational problem.