

21/12/89

DEPARTMENT OF EXTERNAL AFFAIRS

PAGE: 42

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BERNE

Market: SWITZERLAND

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: Survey of medium sized fish and seafood importers.
Expected Results: Up-date analysis for distribution to Cdn suppliers.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: Promote exports of Cdn processed and frozen fish products.
Expected Results: Increase penetration in this growing market.