

A thorough knowledge of your product including delivery periods, shipping costs, extent of distribution support and other characteristics is essential.

Most German businessmen will not risk their reputation by becoming overly dependent on a new supplier. Good performance will be rewarded.

FACTORS FAVOURABLE FOR CANADIAN EXPORTS:

- Support provided by the PEMD program
- Canadian participation in major trade fairs in Europe i.e. ANUGA in Cologne, SIAL in Paris
- Canadian participation in trade missions
- Canadian industry's use of Canadian Government export promotion activities
- Canada's position as one of the few major sources of international fish supplies
- Strong sectoral capability in Canada

REASONS FOR LACK OF CANADIAN EXPORTS TO DATE:

- Non-competitive pricing - Difficult to compete on price basis with herring and mackerel from Denmark and Netherlands which harvest these species by factory freezer trawlers.
- High tariffs (i.e. 20 percent tariff on canned herring) relative to duty free status enjoyed by EC suppliers and preferences enjoyed by EFTA suppliers (Norway, Iceland, Sweden, etc.).
- Non-tariff protectionist measures. (i.e. Tariff Rate Quotas)
- Possible reluctance from Canadian exporters to cultivate a market other than the U.S. and a reluctance to introduce new products.

REASONS FOR PREVIOUS SUCCESS OF CANADIAN EXPORTERS:

See section above - Factors Favourable for Canadian Exports

LIMITATIONS OF SOURCING TOOLS CURRENTLY AVAILABLE:

- Sourcing assistance is available from Canadian federal and provincial governments and departments. WIN Export and BOSS computer directory of Canadian exporters, their products and company profile.