

## NOTICE TO READERS

The primary purpose of attendance at seafood shows by Trade Commissioners in the Fisheries Division is to act as the eyes and ears of Canadian fish and Seafood exporters and to produce reports for broad distribution to the trade in Canada. The goal is (1) provide exporters with information on specific market developments, such as the performance of competitors, product innovations and novel packaging ideas and (2) help firms enhance their use of important export development tools such as trade fairs.

Since September 1988, the fisheries Division has prepared and distributed reports on over eight food, fisheries and seafood shows. These include reports on: Sea Fare International 1989, Aquaculture International Congress and Exposition 1988, Sial '88, Boston Seafood Show '89, ANUGA '89 and Aqua Nor '89. A World Directory of Seafood Shows based on input from Trade Commissioners and Commercial Officers abroad, is currently in preparation.

This report focuses on Sea Fare Southeast, held October 31 - November 1, 1990 at the Orange County Convention Centre in Orlando, Florida. The show is sponsored by Seafood Leader magazine and the Southeastern Fisheries Association and is organized by Sea Fare Expositions, Inc. Sea Fare Southeast is the leading show serving the Florida market and is the only seafood show held in North America during the fall.

Exporters who are interested in serving the Florida market or increasing their participation in trade fairs are encouraged to make their first point of contact the International Trade Centre (ITC) in their home province. In addition, exporters may wish to contact the Fisheries Division and the geographical trade development divisions of External Affairs and International Trade Canada, in Ottawa or Canadian posts abroad for further information. The Directory of the Canadian Trade Commissioner Service may be consulted for a list of names and addresses.

The Fisheries Division trusts that this report will assist your export marketing efforts. We are very interested in your comments on this and other reports and if the information is helpful please let us know. If you have any suggestions for future reports on trade shows, please contact the Fisheries Division of External Affairs and International Trade Canada at 125 Sussex Drive, Ottawa, Ontario K1A 0G2, Telephone: (613) 995-1712, Fax: (613) 995-8384.

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