

NOTICE TO READERS

This report is being distributed to Canadian fish and seafood exporters as part of a continuing effort to make information and reports prepared by Canadian trade posts abroad available to the Canadian industry.

The report examines the Malaysian market for imported food products and is designed to alert Canadian exporters to Malaysian market opportunities. Imports of food and beverage items to Malaysia in 1987 amounted to M\$2.2 billion. The Canadian share of those imports is quite low. In 1987 the Canadian share was M\$5.5 million or 0.25 per cent of total Malaysian food imports and was approximately the same in the first half of 1989. Smoked salmon and cod are the main Canadian fish product exports to Malaysia. The report concludes that the Malaysian market for food products from Canada is small and fairly stagnant, with the main problem being that Canadian food products are perceived to be more expensive than products from some other countries. The report states that it may be possible to find niche markets for some Canadian products but that for most products it will be necessary to compete on price in order to obtain a larger market share.

Exporters who are interested in serving the Malaysian market are encouraged to contact the International Trade Centre (ITC) in their province as their first point of contact with the Trade Commissioner Service. In addition, exporters may wish to contact the Fisheries Division or the geographic trade development divisions of External Affairs and International Trade Canada in Ottawa, or the posts directly for further information. A list of ITCs and geographic trade development divisions is provided at the end of this report. The "Directory of the Canadian Trade Commissioner Service" may be consulted for a list of names and addresses of posts abroad.

We hope that this report will assist your export marketing efforts. We are interested in your comments on this report. If the information is helpful please let us know. If you have any suggestions for future reports, 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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