

Frozen Cod Fillets

- Supply from Canada has dropped from 1,300 tonnes in 1985 to 210 tonnes in 1988. This has been due to termination of the Canada/EC Long Term Agreement. During the same period French imports passed from 16,000 tonnes to 23,000 tonnes. Other countries with more competitive prices have increased their share.

Fresh Fish

- Airfreighted fresh fish has good potential.

Conclusion

- France is a mature market with good growth prospects for a limited range of products. Emphasis is on higher value species, high quality standards, and good supply capability at competitive prices.
- Canadian exports do benefit from favourable rates of exchange and increasing dependence by France on imports, particularly for frozen fish and shellfish.
- Canadian companies interested in France must spend the time identifying market opportunities and familiarizing themselves with French customs procedures and commercial practices.
- The best introduction to the French market is participation at trade fairs. The most important show for fish is SIAL in Paris. At the last SIAL show Canadian companies made on site sales of \$10 million. The show attracts 100,000 trade visitors.