

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

287

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SAO PAULO

Market: BRAZIL

Sector : FISHERIES, SEA PRODUCTS & SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	60.00 \$M	75.00 \$M	80.00 \$M	90.00 \$M
Canadian Exports	3.10 \$M	4.00 \$M	5.00 \$M	8.00 \$M
Canadian Share of Market	2.60 %	6.00 %	6.00 %	8.80 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries	Market Share
NORWAY	0.00 %
CHILE	0.00 %
ICELAND	0.00 %

Current Status of Canadian
exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. COD FISH
2. VARIOUS DRIED FISH
3. SMOKED SALMON
4. CANNED FISH
5. CLAMS, LOBSTERS, SCALLOPS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Import duties are moderate
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada