

NOTICE TO READERS

The primary purpose of attendance at trade fairs and 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) to provide exporters with information on specific market developments, such as the performance of competitors, product innovations and novel packaging ideas and (2) to 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 eight food, fisheries and seafood shows, including 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 the work of Trade Commissioners and Commercial Officers abroad, is currently in preparation.

This report focuses on Sea Fare International 1990, held February 7-9, 1990 at the Long Beach Convention Centre in Long Beach, California. The show is sponsored by Seafood Leader magazine and the California Fisheries and Seafood Institute and is organized by Sea Fare Expositions, Inc. It is the main seafood show serving the dynamic California market. California is a populous and affluent market of 26 million consumers who are trendsetters for the United States as a whole.

Exporters who are interested in serving the California market or in increasing their participation in trade fairs are encouraged to contact the International Trade Centre (ITC) in their province, as their first point of contact with the Trade Commissioner Service (see the list of ITCs at page 60 of this report). In addition, exporters may wish to contact the Fisheries Division and the geographic trade development divisions of External Affairs and International Trade Canada in Ottawa, or the posts directly for further information. The "Directory of the Canadian Trade Commissioner Service" may be consulted for a list of names and addresses.

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 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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