

NOTICE TO READERS

The Canadian Embassy in Tokyo has identified the fisheries sector as a priority sector for export promotion in 1994/95. This points to the existence of particular opportunities which Canadian seafood exporters are encouraged to pursue. This document has been prepared with a view to providing Canadian fish and seafood exporters with basic information on the Japanese market.

The report identifies a range of opportunities of potential interest to Canadian seafood exporters and provides data on the characteristics of the Japanese economy, such as population and economic structure, information on the domestic Japanese market includes data on regional patterns, imports, distribution, marketing opportunities, market access, and consumption habits. Lists of the major Japanese fish and seafood importers, distributors (p.27), International Trade Centres (p.43) across Canada, and the Geographic Trade Divisions in the Department of Foreign Affairs and International Trade.

ABSTRACT

The report ***Japan: Guidelines for Canadian Fish Exporters 1994*** provides an overview of the Japanese market for fish and seafood products. Included is information on various aspects of the Japanese economy and factors influencing fisheries imports into that market. Other information in the report includes: basic data; seafood market in brief; seafood consumption habits; the Japanese gift market; distribution; market access; trade contacts; importers/distributors/users; and statistics.

Japanese importers and authorities. This report is one in a series of "Country Guidelines" being prepared by the Sectoral Liaison Secretariat, Department of Foreign Affairs and International Trade. Any questions about this report, or other current or upcoming country guidelines, should be directed to the Sectoral Liaison Secretariat (TOSA) at 125 Sussex Drive, Ottawa, Ontario (Tel: (613) 944-1100, Fax: (613) 943-1100). An appropriately structured version of this document is available through TOSA at (613) 944-1500.

Portions of this report have been extracted from the document *The Japanese Seafood Market*, which was originally researched by James Donaghy of the Department of Fisheries and Oceans (Ottawa) and updated by the Consular Division of the Canadian Embassy in Tokyo.

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