

Boston Seafood Show, ANUGA 89, the International Conference and Exhibition on Fishfarming Techniques (AQUANOR), the Fisheries Mission to Spain, and the British Columbia Salmon Farmers Mission to Boston. The Division also published the *Annotated Fish Products Export Market Opportunities Guide*, which details product/species opportunities as identified in the annual plans of missions abroad.

In addition, the Division published a series of specific country guides entitled *Guidelines for Canadian Fish Exporters*. These are practical how-to manuals designed specifically for seafood exporters.

During the past year, guides for France, Korea, Ivory Coast, Italy, Germany and Japan were completed for distribution to exporters. There are currently ten additional country guides in preparation. A companion volume, *Canadian Exports of Fishery Products, 1986-1988*, describing fisheries exports by country, was also produced.

Placing emphasis on the development of export strategies for fish products, the Division worked closely with industry, trade associations, provinces and other government departments.

Draft strategies have been elaborated for aquaculture products including farmed salmon, under-utilized species, value-added products and lobster.

The Division continued to represent departmental perspectives in meetings with the major industry associations. Divisional representatives participated at annual meetings of the Fisheries Council of Canada, the Canadian Association of Fish Exporters, the British Columbia Salmon Farmers' Association and the Fisheries Association of British Columbia. A divisional representative also served as an *ex officio* director of the Canadian Association of Fish Exporters.

Firmly committed to promotional activities, the Division participated at seafood shows in Long Beach, Boston, Orlando and New York, as well as at ANUGA, Cologne; FOODEX, Tokyo; and AQUANOR, Bergen, Norway, in cooperation with the missions in these countries. A divisional representative also made a presentation at the First Canadian Lobster Conference in London, England.

During the year, the Division was involved in Seafood Outlook '89 sponsored by the International Trade Centre (ITC) in St. John's, and the