

INTRODUCTION

The Canadian Embassy in Seoul, Republic of Korea (South Korea) in its 1988/89 post plan, identified "Fish, Shellfish and Other Fish Products" as a priority sub-sector for market development activities by the post.

The post's 1988/89 plan is set out in Appendix 1 to this report. The report elaborates on the plan and provides supplemental information on the South Korean market for fish products.

This report is intended:

- to make Canadian fish exporters aware of the export market opportunities for fish in South Korea;
- to provide exporters with sufficient information to assess whether further exploration of the market opportunities is warranted;
- to facilitate contacts with South Korean fish buyers;
- to provide helpful information to Canadian fish exporters, and to make them aware of the services provided and activities undertaken in support of Canadian export development by trade officers at the Canadian Embassy in Seoul;
- to promote discussion of Canadian fish export interests, priorities, competitive challenges and marketing efforts in South Korea.

Care has been taken to assure the accuracy of the information in this report at the time of preparation. However prudent Canadian fish exporters are advised to check all relevant details with prospective buyers and to adhere to the specifications set by South Korean importers and authorities.

We want to hear about our efforts to develop the South Korean market for fish and fish products, both successful and unsuccessful. If we have missed important information, please let us know.