

Mission: 512 Singapore

Market: 467 Singapore

Key Subsector: 021 Fish & Shellfish and Other Products

Specific Product Opportunities: Current Imports (\$CDN)

Tuna	\$15.00 M
Dried squid	\$9.00 M
Clams	\$5.00 M
Lobster	\$3.00 M
Smoked frozen salmon	\$2.60 M

General Market Comments:

Although a small country with a population of about 2.5 million, Singapore is one of the heaviest consumer countries of seafood. Per capita consumption equals over 40 kilograms of fish and shellfish annually, with total consumption amounting to about 110,000 tonnes. Domestic fisheries provide only 14-19 percent of the country's market, leaving 81-86 percent to imports.

Singaporeans' preferences in seafood clearly favour fresh fish and a few specialty dried products, such as shark fin, squid, shrimp, abalone, and oysters. Frozen seafood has not found wide acceptance in home consumption. However, supermarkets which cater to the foreign expatriate community carry a variety of frozen products including salmon, trout, cod fillets, and fish cakes. Future trends in consumption of frozen seafood should be monitored as women with families are entering the work force in increasing numbers which should result in a growing demand for conveniently prepared foods in general.

Major hotels concentrated in the center of Singapore City are the most important users of high-valued frozen seafood. The more generally sought items include white-fleshed fillets, lobster and scallops.

This is a growing export to Denmark and Canadian exports of \$1.9 million in 1988 consisted of about 20 percent live and 80 percent frozen.

Langfish roe are exported in 100 kg barrels from Newfoundland and then vacuumed and repacked in consumer packages in Denmark. The autonomous tariff on unprocessed roe is 15% (suspended July 1/88 - June 30/89) while "carrier substitutes" attract a tariff of 30%.