

delegation. Trade officials representing Nova Scotia, New Brunswick, Quebec, Ontario and British Columbia also visited the show. A great many Canadian companies including both importers and exporters, and representatives of major food chains were also present along with representatives of the food trade press. The reception hosted by the Canadian ambassador to France attracted some 400 guests while the provinces of Ontario and Quebec also held receptions.

Canadian companies also exhibited independently from the Canadian stand. These included National Sea Products Ltd., Halifax, Nova Scotia with its French subsidiary Bretagne Export, Clouston Foods Inc. at the U.S. stand and McCain Foods Ltd., Florenceville, N.B., in the frozen food section.

#### OTHER NATIONAL DISPLAYS

SIAL has always placed special emphasis on seafood products with a greater concentration of seafood exhibitors than at any other major European show. At SIAL '88 there were some 130 seafood exhibitors, grouped principally in national stands. Of particular interest were the displays of Norway, Iceland, the United States and the United Kingdom.

#### NORWAY

Norway created an elegant and visually impressive display comprising mainly seafood companies united under the theme "Produits de la mer de Norway". As expected, the stand was dominated by farmed salmon for which France is by far the largest market.

A new addition to the Norwegian stand was the Norwegian Salmon Promotions Office which used SIAL to launch a major promotional campaign in France to highlight the high quality standards, distinctiveness and versatility of farmed salmon. The theme of the promotion, "L'Aristocratie de la Mer" utilizes testimonials by well known French aristocrats as well as recipes prepared by leading French chefs. The purpose of the promotion is to help ensure sustained market growth for Norwegian salmon following the remarkable growth in exports of farmed salmon to France in recent years.

Norwegian Salmon Promotions has also opened offices in Paris and Dusseldorf and plan to open one in 1989 in Madrid to handle the ongoing promotional