

Salmon:

Demand for frozen salmon is quite steady in this market with an average growth of 5 percent annually. It is estimated that the total consumption is approximately 1000-1500 mt per year, of which 10-15 percent comes from Canada and the balance from the U.K., Norway, Denmark and New Zealand. Canadian salmon has been known in this market for years and the quality is recognized by the trade as superior. The main species imported from Canada are coho and chum, size 7-9 lb per piece with the head-off. The main outlets are hotels, western style restaurants, catering and small quantities for sales in the high-end supermarkets.

Salmon heads also show some promise in the Hong Kong market. This item was introduced into this area approximately one year ago. Market reaction has been favourable. Demand for this item is year round, but during the winter months demand increases considerably. The main outlets are the Chinese restaurants and individual households. If supplies continue to be available, future developments for this product should be positive.

Capelin:

Capelin was first introduced into this market in 1987 and is currently little known in this area. Annual imports are approximately 10 containers and are mainly for use by Japanese restaurants and in some of the leading Japanese department stores. An attempt is being made to convince the Chinese to eat capelin and this could lead to future consumption.

Live Lobster:

Demand for live lobster in Hong Kong is quite substantial. According to trade advice, it is estimated that the annual off take is approximately 1000-1500 mt. Over 50 percent of the supplies come from Australia, followed by the U.S. and Canada. The trade generally considers American and Canadian lobsters as more suitable for the western style restaurants than the Chinese style restaurants. If suppliers in the East Coast can air freight the live lobsters directly and guarantee the mortality rate, Canadian exports of this item will increase considerably. Main outlets for live lobsters are hotels, restaurants, and catering.

Sea-Cucumber:

As there is little local production of dried sea-cucumber in Hong Kong, all requirements are met by imports from Indonesia, Philippines, Fiji etc. Annual imports are approximately 8000 mt, of which half is re-exported to other areas. There are many species of sea-cucumber available and price usually depends on size, quality and grading. There is excess demand, if Canadian suppliers pick up the right species, process the product into dried form and have competitive prices, there is no reason why Canadian sea-cucumbers cannot get a good market share for this product.