

SINGAPORE

SUPPLY AND CONSUMPTION

The Singapore market demand for salmon is still relatively small with the bulk coming from high-end institutional users, like hotels and continental restaurants. Total salmon imports to Singapore are minimal, and as such, no comprehensive statistics are available from local trade sources. Salmon imports are classified under the general fish category.

The main competition to Canadian salmon producers are clearly the Norwegians who dominate the market in Singapore and are aggressively participating in every major seafood event in the country. Although the profile and awareness generated for Norwegian salmon has been high, it is not expected salmon consumption will increase dramatically in the near future, given taste preferences, non-familiarity with the species, and eating habits of the 76 percent ethnic Chinese local population. Any significant increases in salmon consumption in Singapore will originate from an increased tourist consumption largely through the hotel/restaurant trade, and promotional efforts should be directed at this sector of the consumer market. Major institutional brokers, ship chandlers, seafood distributors, and niche end fine food traders constitute the main salmon importers. The main product forms imported into Singapore are fillets, smoked, frozen, and fresh whole salmon products.

TARIFFS

Salmon product imports receive duty-free entry to Singapore and are not subject to any form of official trade barriers. The Singapore importer must register the transaction with the local agricultural authority. The implementation of TRADENET, a fully computerized trade processing system, has provided the structure for all trade transactions to be processed electronically without cumbersome documentation.

POST PROPOSALS

General market intelligence received from Singapore salmon importers is that they regard Canadian salmon as somewhat inferior to Norwegian salmon. Singapore importers feel Norwegian salmon is more price competitive and they receive good after-sales support from the Norwegian exporters. They are strongly committed to their Norwegian suppliers. A few Norwegian salmon companies have formed joint ventures with local Singapore companies in an attempt to gain a stronger market share in the local Singapore salmon market. Canadian salmon exporters must promote their products aggressively in Singapore if larger market shares are to be realized. Targeting the hotel/restaurant sector of the economy may be an avenue for increasing the exposure of Canadian salmon products.