

## NOTICE TO READERS

This "*World Directory of Seafood Importers*" is based on the contributions of Trade Commissioners and Commercial Officers at Canadian Trade Offices abroad. The Directory contains information on more than 80 countries or regional markets and is the largest survey of external seafood markets ever undertaken for the Canadian fisheries sector.

The Directory is organized alphabetically by country chapters, and cities where a Canadian Trade Office is located in the case of countries where more than one marketing region is profiled (eg. the United States). Each chapter has three components: (1) maps, including time differences from selected Canadian cities, (2) a short market profile, (3) a list of seafood buyers, and (4) the name of a contact at a Trade Office who can assist you with your marketing efforts.

Buyers listed in this Directory are generally known to Canadian Trade Offices. **HOWEVER, IT IS THE SOLE RESPONSIBILITY OF INDIVIDUAL CANADIAN EXPORTERS TO CHECK THE COMMERCIAL STANDING OF ANY FIRMS WITH WHICH COMMERCIAL ARRANGEMENTS ARE BEING CONTEMPLATED OR ENTERED.** Canadian exporters are encouraged to contact individual Trade Offices for guidance on the commercial practices in each country and to identify procedures for checking business references, including credit references.

The Directory is intended to serve a variety of needs. For fish processors and exporters, the Directory provides the essential database required for the active use of personal computers and facsimile machines in seafood marketing. For developing your export marketing strategies, the Directory not only provides a survey of markets, but also permits individual firms to gauge market needs through direct contact with buyers. In distributing corporate newsletters and promotional materials, firms can increase their impact and generate business more effectively by concentrating on the lists of buyers provided. When planning to attend foreign trade shows, firms may increase the effectiveness of their participation by contacting buyers prior to events and arranging business meetings well ahead of time. For business trips, the Directory should permit travellers to spend less time on making initial contacts and more on exploring substantive commercial arrangements. Canadian Trade Offices abroad are usually able to identify more or alternative commercial contacts to meet the special needs of Canadian exporters.

For industry and export associations, the Directory provides an overview of the pattern of world markets of interest to Canada. For designing export strategies or special marketing projects (eg. underutilized species) the Directory provides a wealth of information for directing marketing efforts to the best prospects and for avoiding marginal markets. In targeting generic promotional newsletters, the Directory should provide a handy distribution with which to get started. Remember, Trade Commissioners at home and abroad frequently are able to provide more detailed information on the markets of special interest. In addition, Canadian fish and seafood exporters regularly receive from the Fisheries Division such publications as the annual "*Annotated Fish Products Export Market Opportunities Guide*", reports on food and seafood