

## 2) Fish and Seafood Products

- Japan is the world's largest market for imported fish products, absorbing more than one third of the world's total fish exports. Canada's exports amounted to \$1.05 billion last year, equivalent to a 4.7-per-cent share of this market. The economic slowdown in Japan softened fish prices and severely hurt high-priced items, but demand is now growing as a result of economic recovery and declining domestic catches.
- Changes in consumer preferences have resulted in growing demand for products that are healthier and more easily prepared.
- An aging workforce has led to greater Japanese investment in overseas processing facilities, some of which has gone to Canada, and there is potential for more.
- Uruguay Round tariff cuts will reduce average tariffs on imported fish by 34 per cent over five years, thereby making Canadian imports more competitive.
- Canada's Action Plan focusses on market intelligence, including competitors' strategies, detailed analyses of speciality markets, technology transfer projects and joint ventures, special promotions and participation in major trade shows.

## 3) Processed Food Products

- Canada has a 5.2-per-cent share of Japan's import market for agriculture and processed food products, with sales last year of \$1.59 billion. Canada's leading exports were oilseeds, grains, meat, processed food and beverages, and feeds. Canadian exports of bottled water, baked goods and ice cream were among those that experienced the biggest increases from 1993.
- Structural changes in the Japanese agri-food market, appreciation of the yen, market liberalization and rising consumer demand for high-quality, convenient and competitively priced products are creating new opportunities in an area where Canada enjoys an excellent reputation.
- Particular opportunities exist for suppliers of value-added food items, including cereal-based products, meats, fresh and processed fruits and vegetables and both alcoholic and non-alcoholic beverages.
- Regional markets show particular promise, as they establish direct business linkages with overseas suppliers.