

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BERNE

Market: SWITZERLAND

Sector : FISHERIES, SEA PRODUCTS &amp; SERV.

Sub-Sector: PROCESSED FISH &amp; SHELLFISH

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	166.00 \$M	220.00 \$M	190.00 \$M	200.00 \$M
Canadian Exports	8.20 \$M	7.80 \$M	7.00 \$M	7.10 \$M
Canadian Share of Market	5.00 %	3.50 %	3.60 %	3.50 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 30-60 \$M

## Major Competing Countries

## Market Share

DENMARK	18.00 %
SPAIN	7.00 %
NORWAY	6.00 %

Current Status of Canadian  
exports in this sector/subsector: Small but expanding

## Products/services for which there are good market prospects:

1. Shrimps (canned)
2. Salmon (smoked, canned)
3. Breaded seafish

## Factors contributing to current successful Canadian exports:

- Aggressive marketing
- Fairs and Missions support
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Imports are duty free

## Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Non-competitive pricing
- New health regulat.
- for processed fish
- Label on package in three languages
- new health regulations (certif.)