
NOTICE TO READERS

The Canadian Embassy in Vienna has identified the fisheries sector as a priority sector for export promotion in 1993/94. This points to the existence of particular opportunities which Canadian seafood exporters are encouraged to pursue. This document has been prepared with a view to providing Canadian fish and seafood exporters with basic information on the Austrian market. The report identifies market opportunities of potential interest to Canadian seafood exporters and provides data on the socio-economic characteristics of the Austrian economy, such as population, land area, standards, language, business travel and political structure. Information on the domestic Austrian market includes data on demand, supply, imports, distribution channels, marketing opportunities, domestic industries, market access, transportation, and consumption habits in Austria.

Various market access factors are identified in the report. They include documentation, inspections, packaging, labelling, marketing tips and regulations. A section of the report deals with modes of transportation in Austria. Lists of the major fish and seafood importers/distributors/users in Austria (p.11), International Trade Centres (p.18) across Canada, and the Geographic Trade Divisions in the Department of Foreign Affairs and International Trade (p.17), are provided as contact points for Canadian seafood exporters interested in the Austrian market. In addition, a list of the major trade contacts for Canada-Austria trade relations are provided as a source of information for doing business with Austria.

Care has been taken to ensure the accuracy of the information in this guideline at the time of preparation. However, prudent **Canadian fish and seafood exporters are advised to check all relevant details with their commercial contacts and to adhere strictly to the requirements and regulations set by Austrian importers and authorities.**

This report is one in a series of "Country Guidelines" being prepared by the Sectoral Liaison Secretariat, Department of Foreign Affairs and International Trade. Any questions about this report, or other current or upcoming country guidelines, should be directed to the Sectoral Liaison Secretariat (TOSA) at 125 Sussex Drive, Ottawa, Ontario. [Tel:(613) 995-1712, Fax:(613) 943-1103].

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