

pleased that as well-known a hotel as the Savoy trumpeted its Canadian lobster festival.

OTHER PRODUCTS

There are also opportunities for a variety of other fish and shellfish products including rock crab, scallops, Atlantic halibut, Greenland halibut, live eels, monkfish tails and skate wings. The United Kingdom is often willing to purchase other non-traditional species based on availability. Given the well-established fish smoking industry in the United Kingdom, opportunities for smoked fish exports from Canada remain limited. Consumer preference is for locally smoked fish and import tariffs place imports at a disadvantage.

TIPS FOR EXPORTERS

For the medium-sized or small company approaching the United Kingdom market for the first time, it is recommended that it work through an importer. The Canadian High Commission can provide suggested contacts for specific products. Initial contact with potential buyers can be made by fax or telephone, however, the UK is a sophisticated market accustomed to receiving offers of product from all over the world, so persistence and follow-up is required and there is no substitute for a personal visit. United Kingdom traders also set some store on getting answers to faxes, even if the answer is negative.

In Britain, the seafood business is generally conducted in the same way as in Canada with respect to quotes, pricing and delivery. British business is usually more cautious than its Canadian counterpart, and may need more convincing, if for no other reason than a concern about the physical distance between the two countries. While British business people tend to think in global terms, their preconceptions about Canada may lead them to be sceptical about product quality. They are open to suggestions quietly put, but will insist on comprehensive information on your product, as well as the background of your company. British reserve is not a myth, it is based on the premise that good business practice allows for reflection, and the experienced exporter will take account of this national characteristic.

Most visitors will find it useful to call upon the Agent General for their respective province, as Alberta, British Columbia, Nova Scotia and Quebec all have permanent offices in central London. These provincial offices offer services to business visitors and the Commercial division of the Canadian High Commission works closely with them. In addition, Canadian banks also have extensive representation in London and they offer a complete range of banking services for business. The Bank of Montreal, Bank of Nova Scotia, National Bank of Canada, Canadian Imperial Bank of Commerce, Royal Bank of Canada and the Toronto Dominion Bank all have branches in the United Kingdom.

Because London is an international business and financial centre, there are many other Canadian organizations with a local presence that a potential exporter may find useful. They include investment houses and insurance companies, law firms, publishing houses, advertising agencies, airlines, shipping and rail companies, print media, broadcast media, and an active Canada-United Kingdom Chamber of Commerce which is strongly supportive of trade and investment flows between the two countries. A complete list of Canadian companies in the United Kingdom is available from the Canadian High Commission.