
NOTICE TO READERS

The Commission for Canada in Hong Kong 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 Hong Kong market. The report identifies market opportunities of potential interest to Canadian seafood exporters and provides data on the socio-economic characteristics of the Hong Kong economy, such as population, land area, standards, language, business travel and political structure. Information on the domestic Hong Kong market includes data on demand, supply, imports, distribution channels, marketing opportunities, domestic industries, market access, transportation, and consumption habits in Hong Kong.

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 Hong Kong. Lists of the major fish and seafood importers/distributors/users in Hong Kong (p.16), International Trade Centres (p.25) across Canada, and the Geographic Trade Divisions in External Affairs and International Trade Canada (p.24), are provided as contact points for Canadian seafood exporters interested in the Hong Kong market. In addition, a list of the major trade contacts for Canada-Hong Kong trade relations are provided as a source of information for doing business with Hong Kong.

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 Hong Kong importers and authorities.**

This report is one in a series of "Country Guidelines" being prepared by the Agri-Food, Fisheries and Resources Division, International Marketing Bureau, External Affairs and International Trade Canada. Any questions about this report, or other current or upcoming country guidelines, should be directed to the Agri-Food, Fisheries and Resources Division (TAA) at 125 Sussex Drive, Ottawa, Ontario. [Tel:(613) 995-1712, Fax:(613) 943-1103].

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