

competition, and could take greater advantage of this situation. Canadian industry should also be able to benefit from the rise in the Japanese yen. In 1987, Japan accounted for more than 10 percent of the market.

Squid:

The market for sun-dried squid is worth about C\$2 million per year. Canada's share in 1987 was miniscule. Although the main suppliers at present are Thailand, South Korea and Indonesia, Malaysian importers have high regard for top quality sun-dried squid from Canada which also has been found to be competitively priced.

Crab:

Canned crab is popular with Malaysian buyers, and is presently imported principally from Indonesia and Thailand. Shipments in 1987 totalled 1,210 tonnes worth almost C\$7 million. Although most modest-income consumers are price conscious, and would therefore shy away from premium Canadian product, more affluent buyers would be attracted to the high quality Canadian image.