

27/01/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: SEOUL

Market: KOREA

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Non-competitive pricing
- Unsuitable product
- ANNUAL TRADE PLAN
- LACK OF J.V. FISHING COOP'N W/KRN
- COS ON CANADIAN WATER.

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: MONITOR/ADVISE OTT. OF CHANGES ON LIBERAL'N POLICY FISH PROD
Expected Results: IDENTIFY MARKET OPPORTUNITIES FOR NEW SPECIES.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: PART'N OF KORFOOD 89/SALMON&LOBSTER SPLRS APR.27-MAY 1,1989.
Expected Results: EXPAND CANADIAN MARKET SHARE FOR FROZEN SALMON AND DEVELOP A NEW MARKET FOR LIVE LOBSTERS.