

NOTICE TO READERS

This "*World Directory of Seafood Importers*" is based on the contributions of Trade Commissioners and Commercial Officers at Canadian Trade Offices abroad. The directory contains information on more than 80 countries or regional markets. The Directory is organized alphabetically by country chapters. Each chapter has three components: (1) a short market profile, (2) a list of seafood buyers, and (3) the name of a contact at a Trade Office who can assist you with your marketing efforts.

Buyers listed in this Directory are generally known to Canadian Trade Offices. ***However, it is the sole responsibility of individual Canadian exporters to check the commercial standing of any firms with which commercial arrangements are being contemplated or entered.*** Canadian exporters are encouraged to contact individual Trade Offices for guidance on the commercial practices in each country and to identify procedures for checking business references, including credit references.

The Directory is intended to serve a variety of needs. For fish processors and exporters, the Directory provides the essential database required for developing your export marketing strategies. In distributing corporate newsletters and promotional materials, firms can increase their impact and generate business more effectively by concentrating on the lists of buyers provided. When visiting markets or planning to attend foreign trade shows, firms may increase the effectiveness of their participation by contacting buyers prior to events and arranging business meetings well ahead of time. Canadian Trade Offices abroad are usually able to identify additional or alternative commercial contacts to meet the special needs of Canadian exporters.

For industry and export associations, the Directory provides an overview of the pattern of world markets of interest to Canada. In targeting generic promotional newsletters, the Directory should provide a handy distribution list with which to get started. Remember, Trade Commissioners at home and abroad frequently are able to provide more detailed information on the markets of special interest. In addition, Canadian fish and seafood exporters regularly receive from the *Sectoral Liaison Secretariat (TOSA)* such publications as the Global Market Opportunities Reviews and Country Guidelines for Canadian Fish Exporters.

It is a good idea to inform the Trade Commissioner in each of your foreign markets of your export activities, as they may be able to advise you on avoiding pitfalls and emerging opportunities. You should provide your Trade Commissioner, in advance, with:

- * a summary of your company's activities
- * your previous export experience
- * precise descriptions of your product or service
- * the main selling features of your product or service
- * the type of distributor or representative you want
- * your tentative travel schedule
- * requests for introductions to or appointments with potential agents and/or buyers
- * 5 to 10 copies of your sales brochures