

CONCLUSION

- Spain offers good potential for Canadian fish exporters. It is perhaps the last underdeveloped fisheries market in the western world. Spain is undergoing rapid economic change with increased affluence and increasing dependence on imports.
- Changing consumption habits have created opportunities for a wide range of products. Frozen fish is becoming more important. Companies should visit to explore the opportunities for themselves.
- A serious obstacle is the lack of Canadian knowledge of local needs and tastes and the remarkable segmentation and sophistication of the Spanish market.
- Canadian companies also need to study and copy the techniques of successful exporters in Iceland, Norway, France and elsewhere.
- Companies are also encouraged to participate at major food shows such as Alimentaria which is held annually in Barcelona. The last show attracted 4,500 exhibitors and 500,000 visitors. Support is available under PEMD to visit this show.