

# Post-GATT opportunities and the Visegrad pact

The Visegrad trade agreement which brings together the countries of Hungary, Poland, Czech Republic and Slovakia offers Canadian exporters opportunities worth exploring, in the wake of the successful conclusion of the Uruguay Round of GATT talks. These countries have a combined population of approximately 75 million and have more than doubled their imports of Canadian agri-food products in 1993 over 1992, to a total of about \$70 million. This is indicative of the taste for western products by a growing middle class. The nations of the Visegrad Agreement extend most favoured nation tariff treatment to other GATT members, including Canada.

Canadian exporters interested in technology transfer, joint ventures, and commodity exports to the region are likely to find commercial opportunities. These Central European nations can also offer

a gateway for Canadian commodities and value-added food products into the European Union, the Middle East and other Central and Eastern European nations.

Joint ventures could include meat packing, canning and distribution to third countries and the introduction of value-added products via some European Union retail chains operating in the Visegrad countries.

Technology transfer opportunities include animal genetics in beef, dairy, poultry and swine, and production management.

Canadian commodities which could find markets include wheat, corn, barley, beans, peas, lentils, canola, animal feed and alfalfa cubes and pellets and tobacco. The need for animal breeding stock and genetics for dairy and beef cattle, as well as poultry, could also provide opportunities. Seed potatoes

and processed and semi-processed food, such as meat, fruit, vegetables and dairy products are also in demand.

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## TRADE SUCCESS

### Eastern Sea Products

Eastern Sea Products, of Scoudouc, New Brunswick, reports that 90% of its sales are outside the country for its smoked fish products. The 10-year-old company uses the latest fish smoking technology from Europe and access to fresh Atlantic fish to export high quality smoked salmon, eel and mackerel. Markets include California, New York, Boston, and Russia. The company recently started a next-day shipping service for Canadian customers of smoked salmon.

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### Prairie Essential Oils

Prairie Essential Oils Ltd. will soon be extracting oils from crops such as coriander, dill and caraway, near Kipling, Saskatchewan. The plant is a joint effort of the Pipestone Valley, Gateway, and Moose Mountain Central Rural Development Corporations.

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of meat and meat products, and fruits and vegetables, including an increase in the consumption of imported produce. There is also increased demand for processed foods such as processed meat and canned foods.

Koreans have an increased awareness and demand for "healthy" foods and branded quality food products. However there is also growing interest in fast food outlets and the frequency of

dining out is increasing.

Some products identified with good potential in this market include beef, pork, seafood, animal by-products, soybeans, dairy products, bottled water, confectionary and processed meats.

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potential here.

By the turn of the century, Asia will hold 60% of the world's population, and consume 40% of the world's goods

and services. This, combined with rapidly rising incomes, is creating opportunities for high value agri-food products in several key markets in Asia.