

21/12/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BERNE

Market: SWITZERLAND

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

Activity: Survey of medium sized fish and seafood importers.
Expected Results: Up-date analysis for distribution to Canadian suppliers.

Activity: Participation at IGEHO in November 89.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: Lobster promotion in hotels/restaurants.
Expected Results: Increase awareness of Canadian products.

Activity: Prepare analysis on preferences of Swiss salmon smokers.
Expected Results: Maintain and increase sales level of Cdn fresh salmon pdcts

Activity: Promote lesser known freshwater fish species.
Expected Results: Increase Canadian market share.