

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 339 ABU DHABI

Market: 328 UNITED ARAB EMIRATES

Sector: 002 FISHERIES, SEA PRODUCTS & SERV.

Subsector: 022 PROCESSED FISH & SHELLFISH

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	40.00M	\$ 35.00M	\$ 30.00M	\$ 29.00M
Canadian Exports \$	0.30M	\$ 0.12M	\$ 0.09M	\$ 0.07M
Canadian Share of Import Market	0.75%	0.35%	0.30%	0.25%

Major Competing Countries

Market Share

i) 265 JAPAN	024 %
ii) 051 UNITED KINGDOM	022 %
iii) 206 INDIA	018 %
iv) 093 DENMARK	012 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports
In Canadian \$
\$ 20.00 M

i) PROCESSING FISH

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters