

***Mackerel***

Egypt imports approximately 80,000 metric tonnes of mackerel, largely due to the efforts of the private sector which account for approximately 75 percent of the foreign supplies. The product is usually sourced from EEC countries, Norway and the USSR, with product size of 23 centimetres and larger. The mackerel is generally fried or grilled prior to distribution to the consumer.

***Herring***

Imports of herring total approximately 8,000 metric tonnes per year, with the majority coming from the USA, England, Holland and Norway. Half of the imports generally consist of roe herring. Size should be at least 23 centimetres (4-6 pieces/kg), the product is usually smoked in Egypt, with small amounts allocated to the canning sector.

***Tuna***

Egypt imports approximately 200,000 cartons (48 tins x 6.5 oz) of canned tuna (chunks in oil) from Far East countries, primarily Japan, Thailand and Malaysia. Foreign supplies are of the skipjack and yellowfish varieties.

***Red fish (Red Snapper)***

Egypt imports approximately 14,000 metric tonnes of redfish and red snapper per year. The major suppliers are Spain, Morocco and Mauritania. Local specifications require that the product be at least either 16 centimetres or 18 centimetres in size. Imported supplies of redfish are fried or grilled before distribution to the consumer. Canadian redfish, head-off and gutted, may be an acceptable substitution for the red snapper.

***Hake***

The annual imports of hake are estimated to be 4000 metric tonnes per year. Foreign supplies are of Argentine origin. Size should be at least 23 centimetres, and the supplies are fried or grilled prior to distribution to the consumer. As an alternative to hake, the market could consider the purchase of Canadian whiting (except blue) and pollock (except white).

***Salmon***

The Egyptian market for salmon is dominated by the hotel and restaurant sector as well as airline caterers. Annual demand is approximately 100 metric tonnes. Although the market is currently limited, it should be noted that the major company which smokes salmon (smoked fish is banned from import), Bentleys Egypt, has expressed a strong interest in Canadian supplies of Atlantic salmon.

**TIPS ON APPROACHING MARKET**

As mentioned previously, the majority of seafood imports into Egypt are allocated through a tender system, however, the Egyptian government is slowly opening up the seafood import regime and more private traders are conducting import activities. All information pertaining to tender offers, prices and other market intelligence can be obtained by contacting a Trade Commissioner in the Canadian Embassy in Cairo. The Embassy in Cairo is able to provide guidance to potential Canadian seafood exporters who are thinking about exporting to the Egyptian market. Exporters must be committed to the market and be willing to establish long-term trading relationships to ensure future sales opportunities.