

INTRODUCTION

The Canadian Consulate General in Dusseldorf, Federal Republic of Germany, in its 1988/89 post plan, identified "Fish, Shellfish and Other Fish Products" as a priority subsector for market development activities by the post.

The Post's 1988/89 plan is set out in Appendix 1 to this report. The report elaborates on the plan and provides supplemental information on the West German market for fish products.

This report is intended:

- to make Canadian fish exporters aware of the export market opportunities for fish in West Germany;
- to provide exporters with sufficient information to assess whether further exploration of the market opportunities is warranted;
- to facilitate contacts with West German fish buyers;
- to provide helpful information to Canadian fish exporters, and to make them aware of the services provided and activities undertaken in support of Canadian export development by trade officers in the Canadian Consulate General in Dusseldorf;
- to promote discussion of Canadian fish export interests, priorities, competitive challenges and marketing efforts in West Germany.

Care has been taken to assure the accuracy of the information in this report at the time of preparation. However, prudent exporters are advised to check all relevant details with prospective buyers and to adhere to the specifications set by West German importers and authorities.

We want to hear about your efforts to develop the West German market for fish and fish products, both successful and unsuccessful. If we have missed important information, please let us know.