

A Guide To Canadian Aquaculture Industries' Business Potential In The South East Asian Region

1.0 Introduction

Aquaculture in South East Asia, like the industry in Canada, has grown over the last decade to the point where it now represents approximately 10% of the fish production of the region.

For the purposes of this study, South East Asia is comprised of Thailand, Malaysia, Indonesia, Singapore, and the Philippines. These countries, together with the Sultanate of Brunei, make up the Association of South East Asian Nations ("ASEAN").

In April of 1990 the Canadian Embassies and High Commissions in the five countries hosted a Canadian Aquaculture Technology Mission and Seminar presented by Gordon Kirkland of Deloitte and Touche Management Consultants, Malcolm Winsby of Hatfield Consultants Limited, Dr. Bill Paterson of Aqua Health Ltd., Dr. Ian McCallum of Malaspina College and Taplow Feeds, Larry Fournier of J.S. McMillan Fisheries Ltd., and Wayne Gorrie of P.R.A. Manufacturing Ltd. The mission was led by Don Cameron, the Trade Commissioner in the International Trade Centre in Vancouver. The purpose of the mission was to expose the aquaculture industries in the ASEAN region to the advances taking place in the Canadian aquaculture industry and to expose the Canadian industry to the market opportunities in the five countries visited.

On the surface, the aquaculture industry in Canada might appear to have little in common with the industry in the ASEAN Region. There is very little commonality in the species being grown and the water temperatures are substantially different. However, by looking beyond these differences one can see a great similarity between the industries. Each have problems with disease prevention and treatment. Site planning and regional planning for aquaculture is becoming an important issue for both industries. Feed development is a major issue in the ASEAN Region just as it has been in Canada. Processing a more valuable product than the wild cousins have produced a variety of challenges in South East Asia just as it has here. Equipment is needed which has been designed to meet the needs of the local industry for fish handling and containment.

These similarities can be translated into business opportunities for Canadian aquaculture technology producers. These opportunities may take the form of sales potential through to establishing joint ventures to service the local industry in partnership with local business people and with considerable support from the governments of the region.