

EGYPT

Egypt is a potential long-term market for substantial volumes of non-traditional fish species as well as new product opportunities. Mackerel and herring seem to offer the best opportunities for sales, although there could be possibilities for other species which may be substituted such as ocean perch, true mullets and hake. Some demand for higher valued products such as salmon does exist, but direct access to this luxury market requires aggressive marketing efforts and commitment on the part of Canadian seafood exporters.

Due to a diminishing budget and foreign exchange constraints, public sector imports have dropped significantly and the government is now encouraging greater participation by the private sector. Private importers would welcome offers from Canadian suppliers on a \$US CIF per ton basis. If Canadian exporters wish to pursue these opportunities, the Canadian Embassy will forward full details on technical, general specifications and phytosanitary requirements according to Egyptian law. An industry spokesperson indicated the hardest aspect of exporting seafood to the Egyptian market is the inspection system which can be very demanding on seafood imports.

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Product: fish, seafood

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Misir Aswan Fish Process.
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Product: fish, seafood

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