
NOTICE TO READERS

The Canadian High Commission in London has identified the fisheries sector as a priority sector for export promotion in 1993-94. The identification of the United Kingdom as a priority market for seafood products points to the existence of particular opportunities which Canadian seafood exporters are encouraged to pursue. This document has been prepared with a view to providing Canadian fish and seafood exporters with basic information on the UK market. The report identifies market opportunities of potential interest to Canadian seafood exporters and provides data on the socio-economic characteristics of the UK economy, such as population, land area, standards, language, business travel and political structure. Information on the domestic UK market includes data on demand, supply, imports, distribution channels, marketing opportunities, domestic industries, transportation, consumption habits in the United Kingdom.

Various market access factors are identified in the report. They include documentation, inspections, packaging, labelling, marketing tips and regulations. A section of the report deals with modes of transportation in the United Kingdom. Lists of the major fish and seafood importers/distributors/users in the UK (p.15), International Trade Centres (p.28) across Canada and the Geographic Trade Divisions in External Affairs and International Trade Canada (p.27), are provided as contact points for Canadian seafood exporters interested in the UK market. In addition, a list of the major trade contacts for Canada-United Kingdom trade relations are provided as a source of information for doing business with the UK.

Care has been taken to ensure the accuracy of the information in this guideline at the time of preparation. However, prudent **Canadian fish and seafood exporters are advised to check all relevant details with their commercial contacts and to adhere strictly to the requirements and regulations set by United Kingdom importers and authorities.**

This report is one in a series of "Country Guidelines" being prepared by the Agri-Food, Fisheries and Resources Division, International Marketing Bureau, External Affairs and International Trade Canada. Any questions about this report, or other current or upcoming country guidelines, should be directed to the Agri-Food, Fisheries and Resources Division (TAA) at 125 Sussex Drive, Ottawa, Ontario. [Tel:(613) 995-1712, Fax:(613) 943-1103].

The report was researched, compiled, and drafted by Gary G. Smith of **INFI-GAR Economic Services.**