

## PRINCIPAL FACTORS CONTRIBUTING TO CANADIAN EXPORT SUCCESS OR FAILURE TO REACH MARKET POTENTIAL

### POSITIVE FACTORS

- import restrictions not significant in sector
- aggressive marketing
- Canada is one of few sources of supply
- competitive pricing
- strong sectoral capability in Canada
- trade fair activity
- Provincial export promotion
- fairs and missions support
- PEMD support
- bilateral trade agreement

### NEGATIVE FACTORS

- lack of promotion/advertising
- limited understanding of distribution system(s)
- market prospects not adequately explored
- non-competitive pricing
- import restrictions/duties/regulations/standards
- supply continuity problems/limited Cdn. capabilities
- absence of long term commitment to market

### (5) CANADIAN COMPETITIVE STRENGTHS

Canada's sophisticated and exacting fish inspection system and the Quality Management Program developed by industry and government provides the infrastructure necessary to ensure that high calibre, safe and nutritious seafood products will continue to be offered to the world marketplace.

Proximity and ease of access to the United States which accounted for 56% of total Canadian seafood exports on a volume basis or C\$ 1.40 billion in 1992 is a major advantage for Canadian exporters relative to suppliers from other countries. Significant growth opportunities for the fish and seafood industry exist in that market.

NAFTA and the FTA gives us preferred access over many competitors to the largest trading bloc in the world.

Canada has a diversified fish supply base processing and marketing sector that has the ability and willingness to respond to the demand for new products. Notwithstanding