

# NOTICE TO READERS

## HIGHLIGHTS

During fiscal year 1989-90, twenty-eight Canadian Trade Offices abroad identified the fish and seafood sector as a priority for export market development. Each post developed a program of activities related to the sector and provided key information on the markets served by the Trade Office. As part of the planning process, each Trade Office identified specific species and seafood products for which there are good marketing opportunities. This report presents detailed assessments by our Trade Offices of those export opportunities.

The annotated guide is intended to help Canadian exporters make a practical assessment of world market opportunities for individual products and to refine their export marketing plans. It is meant to supplement other sources of information available to Canadian fish exporters on the specific export opportunities including such publications as the *"Fish Product Export Market Opportunities Guide"*, various guidelines for Canadian fish exporters to specific countries, and regular contacts with the Trade Commissioner Service, in Canada and abroad. The information provided by the Trade Offices ranges from general market assessments for certain markets to descriptions of market niches, distribution channels and specific product specifications.

As an aid to readers, the annotated guide is organized on a geographical basis and provides an alphabetical index to specific opportunities by fish species and seafood product. To facilitate communication with the relevant Trade Office(s), a contact is noted at the bottom of each report. Exporters are reminded however, that International Trade Centres (ITC's) in all major regions of Canada provide the first point of contact with the Trade Commissioner Service. A list of ITC contacts is provided on the last page of this report.

Canadian exporters who are ready to supply specific markets with the species or products identified in the guide may wish to contact the Trade Offices directly. Contacts are identified for each mission to aid exporters in obtaining information from the posts. Canadian Trade Commissioners and Commercial Officers abroad can help you:

- \*promote your company to local customers;
- \*advise on marketing channels;
- \*recommend appropriate trade fairs;
- \*identify suitable foreign firms to act as your agent;
- \*help you find credit and business information on potential foreign partners;
- \*intercede to help solve problems with duties, taxes or foreign exchange;
- \*advise you on a country's current trade, business and financial environment and practices;
- \*advise and assist you with foreign joint ventures and licensing.

It is recommended that you develop a systematic marketing plan and contact only those Trade Commissioners in your target market area. For help in developing your plan, contact your nearest International Trade Centre.

Many opportunities for Canadian exporters are also identified by the Trade Offices. Exporters may note the opportunities for redfish, haddock, codfish, sole, monkfish, sea urchin and others. (The 1989-90 edition of this guide will have a special focus on export opportunities for underutilized fish species.)