

27/01/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SEDUL

Market: KOREA

Sector : FISHERIES, SEA PRODUCTS & SERV.

Sub-Sector: FISH & SHELLFISH & OTHER PROD

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	140.00 \$M	244.00 \$M	300.00 \$M	350.00 \$M
Canadian Exports	5.00 \$M	6.00 \$M	3.00 \$M	5.00 \$M
Canadian Share of Market	3.50 %	0.30 %	1.00 %	1.40 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries Market Share

UNITED STATES OF AMERICA	41.00 %
JAPAN	8.00 %
NEW ZEALAND	3.00 %
ARGENTINA	1.00 %
NORWAY	1.00 %
ICELAND	1.00 %

Current Status of Canadian
exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. FROZEN HERRING
2. FROZEN SALMON
3. FROZEN COD
4. LIVE LOBSTERS
5. OCEAN PERCH (RED FISH)

Factors contributing to current successful Canadian exports:

- PEMD support
- Competitive pricing