

Market Access

It is not sufficient to only negotiate access to new markets, but existing access must also be vigorously pursued. Therefore efforts will focus on defending existing levels of market access and removing such barriers as tariffs, tariff rate quotas, import quotas, health and phytosanitary restrictions.

Strategic Alliances

The impact of globalization, and increasing competition may require the Canadian lobster sector to pursue strategic partnerships or investment and marketing alliances in order to secure markets for Canadian products, particularly for value-added products.

With a view to determining more precise market opportunities and constraints relating to all forms of Canadian lobster exports, the Agri-food, Fisheries and Resources Division of EAITC has produced the attached geographic survey, based on data provided by Trade Commissioners in 49 EAITC posts abroad. This survey details the opportunities and constraints for the export of lobster to the countries listed. It also lists importers and contacts.

Publications available from Info Export Centre:

Canadian Fish and Seafood Exporters Sourcing Guide
World Directory of Seafood Importers
Capability Sheets
Species Fact Sheets
Guidelines for Canadian Seafood Exporters

Other Global Market Opportunity Reports available:

Salmon
Non-Traditional Seafood Species
Aquaculture
Fish and Seafood - General

Contact: Info Export Centre
Tel: 1-800-267-8376
Fax: (613) 996-9709

For further information, please write to:

KENNETH J TYRRELL
TRADE COMMISSIONER
AGRI-FOOD, FISHERIES AND RESOURCES DIVISION (TAA)
INTERNATIONAL MARKETING BUREAU
EXTERNAL AFFAIRS AND INTERNATIONAL TRADE CANADA
1125 Sussex Drive
Ottawa, Canada K1A 0G2
Tel: (613) 996-3558
Fax: (613) 943-1163