

INTRODUCTION

The Canadian Embassy in Tokyo, Japan, in its 1990/91 post plan, identified "Fish, Shellfish and other fish products" as a priority subsector for market development activities by the post.

The post's 1990/91 plan is set out in Appendix 1 to this report. This report elaborates on the plan and provides supplemental information on the Japanese market for fish imports.

This report is intended:

- to make Canadian fish exporters aware of the export market opportunities for fish in Japan;
- to provide exporters with sufficient information to assess whether further exploration of the market opportunities is warranted;
- to facilitate contacts with Japanese fish buyers;
- to provide helpful information to Canadian business travellers, and to make them aware of the services provided and activities undertaken in support of Canadian fish exporters by trade officers in the Canadian Embassy in Tokyo;
- to promote discussion of Canadian fish export interests, priorities, competitive problems and marketing efforts in Japan.

Care has been taken to assure the accuracy of the information in this report at the time of preparation. However, prudent Canadian fish exporters are advised to check all relevant details with their buyers and to adhere strictly to the specifications set by Japanese importers and authorities.

We want to hear about your efforts to take advantage of the market for fish in Japan, both successful and unsuccessful. If we have missed important information, please let us know.