

POST PROPOSALS

One challenge for Canadian salmon exporters is to identify the Portuguese importers and distributors who would be interested in handling promotional activities and after-sales service of Canadian salmon products. Canadian exporters should attempt to increase the exposure of various Canadian salmon species as a symbol of high quality products. The Portuguese market should be targeted at the trade and industry levels. Trade Commissioners in Lisbon feel the Canadian Association of Fish Exporter's "**Seafood Canada**" could be used as a good vehicle for dissemination of pertinent information on Canadian salmon products. Canadian firms are invited to attend the seafood trade fair **EXPOMAR**, scheduled to be held on November 18-22, 1992. The Canadian Embassy in Lisbon would be happy to provide appropriate names and addresses of Portuguese salmon importers and distributors to Canadian salmon processors/exporters.