

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BERNE

Market: SWITZERLAND

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	238.00 \$M	289.00 \$M	228.00 \$M	230.00 \$M
Canadian Exports	22.30 \$M	33.60 \$M	32.00 \$M	33.00 \$M
Canadian Share of Market	9.30 %	11.60 %	14.50 %	14.30 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 60-100 \$M

Major Competing Countries

Market Share

DENMARK	21.00 %
FRANCE	14.00 %
NETHERLANDS	10.00 %
NORWAY	8.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. Frozen yellow perch fillets.
2. Fresh yellow perch fillets.
3. Salmon.
4. Shrimp.

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Imports are duty free.

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Polyphosphate not allowed as preservative for frozen fish.