

INTRODUCTION

The Canadian Embassy in Paris, France, in its 1988/89 post plan, identified "Fish, Shellfish and other fish products" as a priority subsector for market development activities by the post.

This report is intended:

- to make Canadian fish exporters aware of the export market opportunities for fish in France;
- to provide exporters with sufficient information to assess whether further exploration of the market opportunities is warranted;
- to facilitate contacts with French 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 Paris;
- to promote discussion of Canadian fish export interests, priorities, competitive problems and marketing efforts in France.

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 French importers and authorities.

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