

POST OBSERVATIONS

The Commission for Canada in Hong Kong has again selected fisheries, sea products and services sector as a priority area for export market development activities for 1993/94. Each year Canadian posts around the world provide summaries in synopsis form of their work-plans for the upcoming fiscal year. The purpose of the synopsis is to provide those engaged in the process of promoting exports from Canada with the means to obtain condensed market data and information on export opportunities at an early stage in the planning process. Submissions from the Canadian Commission in Hong Kong relating to the fisheries and seafood sector are summarized below.

Market Data	Two Years Ago	One Year Ago	Current Year	Next Year
Market Size	1200.00 \$M	1300.00 \$M	1350.00 \$M	1450.00 \$M
Canadian Exports	20.00 \$M	22.00 \$M	23.00 \$M	25.00 \$M
Market Share	1.67 %	1.69 %	1.70 %	1.72 %

The Canadian Commission in Hong Kong has estimated that the cumulative export potential for Canadian products in the fishery sector to be between \$60-\$100 million.

Major Competitors

China	26.00 %
Japan	13.00 %
Thailand	7.00 %
Taiwan	5.00 %
Australia	4.00 %
United States	4.00 %

The Post in Hong Kong notes that the Canadian seafood export market share in Hong Kong is well established and growing. Key factors contributing to the current successful Canadian fisheries exports include: 1) import restrictions are not a significant impediment in the fisheries sector; 2) aggressive marketing; 3) fairs and missions support by the post; 4) trade fair activity; and, 5) provincial export promotions. However, key factors for Canadian fisheries exports not reaching market potential include: 1) non-competitive pricing; and, 2) a lack of promotion and advertising.

For fiscal year 1993/94, the Canadian Commission will carry out the following approved activities: 1) a seafood promotion with Dah Chong Hong (major retailer) to increase trade and acceptance of Canadian seafood products in Hong Kong; 2) organize a seafood buying mission to Canada; and, 3) coordinated Canadian participation in HOFEX '93 Food Promotion trade fair in May 1993.