

exports and to orchestrate development of the tools (ie. export market intelligence/information and relationships) necessary for the effective coordination and enhancement of Canada's fish marketing activities abroad.

It is the intent of EAITC to have all interested parties promote the term non-traditional in place of underutilized for Atlantic species and underdeveloped for underutilized for Pacific species. These terms create a negative image and are perceived as such in the market place.

The Division has been building on the inherent strengths of the Department including (1) the Trade Commissioner Service which has designated officers in the International Trade Centres across Canada, in sectoral and geographic bureaux in Ottawa and most importantly in posts abroad. (2) the WIN Export database that identifies our exporting clientele specifically and to target individual firms for information and services. (3) the post planning system which provides key marketing data, including specific export opportunities and an established framework for dialogue with other government departments, provinces, industry associations and individual export firms.

The Interdepartmental Marketing Strategic Directions Committee will continue to advise each other concerning the federal activities of EAITC, ISTC, FANDO, ACOA, CIDA and WED. Consideration is being given to the establishment SIMS (Seafood International Marketing Strategies) an interdepartmental coordination and approval mechanism for the allocation of existing trade development funding in the fish and seafood sector.

An officer from TOS will monitor on an ongoing basis various outlook conferences, international fora and incoming - outgoing buyers missions to disseminate information and or assist in explaining the marketing of underutilized fish species for international trade.

The Atlantic, Pacific and Freshwater fisheries have great potential for further development in certain areas. There are stocks of commercially exploitable underutilized fish species available and a high proportion of traditional species are currently being sold and marketed in low-value commodity markets. Two priorities that relate to this strategy are: (1) the exploitation of non-traditional species through innovative harvesting, processing and marketing and (2) development of demand oriented market strategies which reflect the realities of the international marketplace.