

POST OBSERVATIONS

The Canadian Embassy in Copenhagen has again selected the 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 Embassy in Copenhagen relating to the fisheries and seafood sector are summarized below.

Market Data	Two Years Ago	One Year Ago	Current Year	Next Year
Market Size	1275.32 \$M	1313.18 \$M	1400.00 \$M	1400.00 \$M
Canadian Exports	43.04 \$M	54.63 \$M	59.00 \$M	59.00 \$M
Market Share	3.40 %	4.10 %	4.20 %	4.20 %

The Canadian Embassy in Copenhagen has estimated that the cumulative three-year export potential for Canadian products in the fishery sector to be more than \$100 million. Major competing suppliers to the Danish market are Greenland (25.4%), Norway (21.3%), Faroe Islands (12.9%), Sweden (6.9%), and Iceland (5.3%). The Post in Copenhagen notes that the Canadian seafood export market share in Denmark is well established and growing.

Key factors contributing to the current successful Canadian fisheries exports include: 1) import duties are moderate; 2) aggressive marketing; 3) PEMD support; 4) fairs and missions support; 5) trade fair activity; 6) Canada is one of the few sources of supply; and, 7) a strong sectoral capability in Canada. However, key factors for Canadian fisheries exports not reaching market potential include: 1) some Canadian inability to meet Denmark standards; 2) a lack of follow-up from Canadian firms on trade enquiries; and, 3) failure to properly identify joint venture projects.

The Canadian Embassy in Copenhagen has identified seven seafood products for which it believes there are good prospects for Canadian seafood exporters, as listed below.

1. Shrimp
2. Salmon
3. Lumpfish Roe
4. Lobster
5. Greenland Halibut
6. Other Underutilized Species
7. Cod (given availability)

Canadian Trade Officers in Copenhagen have stated the potential market for seafood products is currently under-exploited by Canadian firms and provides excellent opportunities for a variety of specialty seafood products.