

APPENDIX 1: 1988/89 POST PLAN

20/01/88

## DEPARTMENT OF EXTERNAL AFFAIRS

## Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights  
Submitted by Sector, Region, Post

Sector: 002 FISHERIES, SEA PRODUCTS &amp; SERV.

Subsector: 021 FISH &amp; SHELLFISH &amp; OTHER PROD

Region: AFRICA

Mission: 325 ABIDJAN

Market: 139 IVORY COAST

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	75.00M	\$ 70.00M	\$ 70.00M	\$ 0.00M
Canadian Exports \$	0.10M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.10%	0.00%	0.00%	0.00%

## Major Competing Countries

	Market Share
i) 148 MAURITANIA	030 %
ii) 354 NETHERLANDS	029 %
iii) 553 UNION OF SOVIET SOC REP	019 %
iv) 397 SENEGAL	014 %
v) 616 OTHER COUNTRIES	008 %

Cumulative 3 Year Export Potential For CDN Products in this Sector/Subsector: 0-1 \$M

Current Status of Canadian Exports: No Export Results to Date

Products/services for which there are good market prospects	Current Total Imports in Canadian \$.
i) MAQUEREAUX FRAIS	\$ 17.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this Sector (Sub-Sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters