

Based on local Malaysian statistics, total imports of fish and fish products from Canada totalled 1,295 tonnes valued at \$215,000 Cdn. Major Canadian export items to Malaysia include frozen cod 18 tonnes, smoked salmon livers or roes totalling 2 tonnes, smoked pacific salmon and fillets totalling 1,259 tonnes, frozen shrimps at 14 tonnes, and 1 tonne of frozen fillets. Not only is Canadian market share small, but, total Malaysian imports for all categories which Canadian fish and fish products fall under only totalled 11,000 tonnes. Thus, Canadian fish and fish products exports are generally not compatible with current Malaysian consumption trends.

Despite the immediate limited growth potential for Canadian imports, Canada enjoys a niche in Pacific smoked salmon where Canada has 36 percent market share followed by Norway with 19 percent. Other items with significant Canadian representation are smoked salmon livers or roes where Canada has 33 percent market share behind the U.K. with 47 percent, frozen cod where Canada has 7 percent market share behind Denmark with 83 percent and the U.S.A. with 10 percent, and frozen fillets where Canada has 3 percent share compared to the U.S.A. with 32 percent and Singapore with 30 percent.

Imports to Malaysia from other ASEAN countries generally are fully exempted from import duties or are given 35-50 percent exemption as part of the ASEAN preferential agreement. For the rest of the world, there are no import duties or other charges imposed on imported fish (fresh/chilled/frozen). Import duties for smoked fish, fish livers and shark fins are 50 percent with sales tax of 5 percent. Import duties on fish and fish livers or roes, dried, salted or in brine are either 15 percent or 5 percent, depending on the species, and sales tax of 5 percent. Crustaceans in the shell, cooked by steaming in water, dried, salted or in brine, and in airtight containers, are charged imports duties of 40 percent (rock lobster, homarus spp lobster and other sea crawfish), or 50 percent (as in shrimps, prawns and crabs) with sales tax of 5 percent. There are no charges for crustaceans in other forms. Molluscs imported in any form are subject to import duties of 50 percent with sales tax of 5 percent. For aquatic invertebrates other than crustaceans and molluscs, import duties are 5 percent with sales tax of 5 percent.

**FOR FURTHER INFORMATION:**

**Canadian High Commission  
Plaza MBF, 7th Floor, P.O.Box 10990,  
Kuala Lumpur, Malaysia 50450  
Tel:(011-60-3) 261-2000  
Telex 30269  
Fax(011-60-3) 261-3428  
Mr. Melvyn L. MacDonald  
Counsellor (Commercial)**