

Mission: 511 Kuala Lumpur  
Market: 344 Malaysia  
Key Subsector: 999 All Sub-Sectors

<u>Specific Product Opportunities:</u>	<u>Current Imports (\$CDN)</u>
Fish, fresh, chilled or frozen	\$70.50 M.
Sardines canned	\$19.90 M
Tuna canned	\$10.90 M
Prawns, fresh chilled	\$6.10 M
Prawns canned	\$5.10 M
Crabs canned	\$5.00 M
Smoked fish (excluding salmon)	\$4.50 M
Crustaceans and molluscs, prepared or preserved	\$4.40 M

Post Comments on Above Products/Species:

Sardines

At present, Malaysia imports C\$15-20 million worth of canned sardines in tomato ketchup per year. Although many suppliers, such as Chile, Peru, USA and Norway are active in this market, most imported sardines come from Japan. Recent appreciation of the yen should now make Malaysians much more receptive to new sources of supply, so that Canadian suppliers, who have had little or no sales in Malaysia to date, should find strong interest on the part of local distributors.

Canned Tuna:

Malaysia imports total approximately C\$10-15 million per year. While Thailand is the leading supplier (and would be difficult to displace given its close market proximity) Canada could improve its current export performance. Recent appreciation of the Japanese yen in particular should encourage Malaysian tuna consumers to diversify their interests away from Japan which historically has had approximately a 20 percent market share.

Salmon:

The Malaysian market for frozen and smoked salmon is dominated by the hotel and restaurant trade. Canadian salmon is well known and highly regarded in this country, already enjoying more than a 20 percent market share. Although this market is relatively limited in absolute size (1987 world shipments to Malaysia of smoked salmon totalled 6,300 kilos, worth just under C\$120,000), Canadian suppliers should be able to make substantial gains. West coast salmon in particular enjoys transportation cost advantages over European