

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: WESTERN EUROPE

Mission: 402 ATHENS

Market: 159 GREECE

Sector: 002 FISHERIES, SEA PRODUCTS & SERV.

Subsector: 022 PROCESSED FISH & SHELLFISH

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	83.00M	\$ 82.00M	\$ 80.00M	\$ 77.00M
Canadian Exports \$	3.00M	\$ 2.50M	\$ 2.00M	\$ 2.30M
Canadian Share of Import Market	3.60%	3.00%	2.50%	3.00%

Major Competing Countries

Market Share

i) 237 ITALY	008 %
ii) 577 UNITED STATES OF AMERICA	005 %
iii) 001 ARGENTINA	003 %
iv) 354 NETHERLANDS	025 %
v) 405 ICELAND	024 %
vi) 093 DENMARK	011 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) SALTED COD	\$ 15.80 M
ii) SMOKED HERRING	\$ 3.00 M
iii) FRESH, FROZEN FISH	\$ 20.50 M
iv) CRUSTACEANS/MOLLUSCS	\$ 25.00 M
v) CANNED, PRESERVED INCL CRUSTACEANS, MOLLUSCS	\$ 13.30 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
- approval of technical standards can present problems in the case of some imported products