

30/12/89

## DEPARTMENT OF EXTERNAL AFFAIRS

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: TOKYO

Market: JAPAN

Sector : FISHERIES, SEA PRODUCTS &amp; SERV.

Sub-Sector: FISH &amp; SHELLFISH &amp; OTHER PROD

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	11260.00 \$M	13459.00 \$M	14800.00 \$M	16000.00 \$M
Canadian Exports	553.00 \$M	762.00 \$M	840.00 \$M	930.00 \$M
Canadian Share of Market	4.90 %	5.70 %	5.70 %	5.80 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	20.10 %
KOREA	13.90 %
TAIWAN	9.70 %
PEOPLE'S REP OF CHINA	5.70 %
THAILAND	5.60 %
INDONESIA	4.70 %

Current Status of Canadian  
exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. Pacific Herring Roe
2. Capelin
3. Salmon
4. Crab
5. Atlantic Herring Roe
6. Lobster
7. Sea Urchin
8. Bluefin Tuna
9. Red Fish
10. Northern Shrimp
11. Cod
12. Clams (Geoduck, Surf)