

SALMON

Singapore market demand for salmon is still relatively small with the bulk coming from high-end institutional users, like hotels and continental restaurants. Total salmon imports to Singapore are minimal, and as such, no comprehensive statistics are available from local trade sources. Salmon imports are classified under the general fish category.

The main competition to Canadian salmon producers are the Norwegians who dominate the market in Singapore and are aggressively participating in every major seafood event in the region. Although the profile and awareness generated for Norwegian salmon has been high, it is not expected salmon consumption will increase dramatically in the near future, given taste preferences, non-familiarity with the species, and eating habits of the 76 percent ethnic Chinese local population. Any significant increases in salmon consumption in Singapore will originate from an increased tourist consumption largely through the hotel/restaurant trade, and promotional efforts should be directed at this sector of the consumer market. Major institutional brokers, ship chandlers, seafood distributors, and niche end use food traders constitute the main salmon importers. The main product forms imported into Singapore are fillets, smoked, frozen, and fresh whole salmon products. Salmon product imports receive duty-free entry to Singapore and are not subject to any form of official trade barriers. The Singapore importer must register the transaction with the local agricultural authority, and the implementation of TRADENET, a fully computerized trade processing system, has provided the structure for all trade transactions to be processed electronically without cumbersome documentation.

Market intelligence received from Singapore salmon importers is they regard Canadian salmon as somewhat inferior to Norwegian product. Singapore importers feel Norwegian salmon is more price competitive and they receive excellent after-sales support from the exporters, and are strongly committed to their Norwegian suppliers. A few Norwegian salmon companies have formed joint ventures with local Singapore companies in an attempt to gain a stronger market share in the local Singapore salmon market. Canadian salmon exporters must promote their products aggressively in Singapore if larger market shares are to be realized. Targeting the hotel/restaurant sector of the economy may be an avenue for increasing the exposure of Canadian salmon products.

SHRIMP

Singapore imports over 20,000 tonnes of shrimp from Burma, Thailand, Malaysia, China, India and Indonesia per year. However, Indonesian shrimp exports to Singapore are not reported in official statistics, though it is well known that a substantial volume of Indonesian shrimp is either processed or re-packed in Singapore for re-export to other destinations. Singaporean processors also purchase shrimp from the neighbouring Johore State of Malaysia where some Singaporeans have invested in shrimp aquaculture operations. Because of stringent quality assurance standards, Singapore has the advantage of processing value-added shrimp and shrimp in consumer packs.

CEPHALOPODS

Squid and cuttlefish enjoy strong consumer demand by Singapore's ethnic Chinese population. Product sold in local markets is in fresh or chilled form, and processed product such as whole, cleaned squid and fillets. Both whole squid and tubes are imported, but cuttlefish fillets are more in demand for re-processing. Cuttlefish balls are another popular product. Most Singapore importers' preferences range from small size products, which are for distribution in the local market, to large size squid and cuttlefish for re-processing and re-export. Preference for squid products is for the *Loligo* and *Illex* species.