

Fish Products: What Sells and How to Sell It

External Affairs and International Trade Canada's Fisheries Division recently published the *Annotated Fish Product Export Market Opportunities Guide*.

Twenty-eight Canadian Trade Offices abroad identified the fish and seafood sector as a priority for export market development. The guide enumerates the specific species and seafood products identified as hot items by the posts.

Information provided by the Trade Offices ranges from general market assessments to descriptions of market niches (specific examples are cited), distribution channels and product specifications. By consulting the guide, Canada's exporters of fish products will get an idea of not only what sells but how to sell it.

The guide is organized on a geographical basis, but also provides an alphabetical index to specific opportunities by fish species and seafood product.

For fiscal year 1989-1990, Canada's Trade Offices identified 189 opportunities during the annual planning process. This total is up from 176 in the previous year.

The species and products in greatest demand relate to salmon, lobster, cod, roe, shrimp, crab, clams, herring, squid, redfish and hake. Salmon and lobster top the list with 23 and 18 international opportunities respectively.

Also identified were numerous export opportunities for fish species which are presently underutilized. These include: redfish, dogfish, monkfish and eel.

The guide offers a wealth of marketing tips and snippets of information on local market climates and receptivity to Canadian suppliers.

The Canadian Consulate in Chicago, for example, points out that a "good old boy" attitude toward Canadian fish suppliers exists in the Chicago area. Canadians are perceived as great, fair-minded people with quality products. Through the Consulate, interested Canadian exporters can easily make contact with appropriate and powerful buyers.

The Executive Vice President of

the world's largest wholesaler of fresh fish, The Chicago Fish House, says that his company alone could buy everything that Canada produces.

The guide points out that exporters should consider packaging or shipping fish products so that they are easily identifiable as "product of Canada". By taking

advantage of present foreign perceptions, Canadians can enhance acceptance and eventually foster demand.

To acquire a copy EAITC's *Annotated Fish Product Export Market Opportunities Guide*, contact Info Export, toll-free tel.: 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709.

300 Canadian Companies Make Sales of \$739 M Through the CCC

The Canadian Commercial Corporation (CCC) provided assistance to some 300 Canadian exporters in 1989-90 that generated sales totalling \$739 million.

This is one of the highlights contained in the CCC's 1989-90 Annual Report.

Despite the ongoing reduction or deferment of U.S. Department of Defense procurements, the U.S. took the lion's share of these contracts with foreign governments, with sales matching last year's total of \$456 million.

In contrast, there was a \$38 million decrease in the volume of overseas and international agency purchases compared to the previous fiscal year.

But despite a decline in defence markets not only in the U.S. but worldwide — possibly as a result of the new spirit of detente in East-West relations — CCC predicts that Canada's major trade development initiatives will continue to contribute a stimulating environment for international trade by focusing on other, newly emerging markets such as Europe '92, Eastern Europe and the Asia-Pacific region.

A number of new countries were added to CCC's customer list in 1989-90, including Bulgaria, Peru, Singapore, Switzerland and Zaire. The Corporation also concluded new business transactions in many countries it had previously dealt with, notably Morocco.

Besides giving detailed breakdowns of sales to the U.S., overseas as well as to United Nations and other international agencies, the Report lists Canadian sales by

province and product category as well as the names of Canadian suppliers that CCC awarded contracts or value added amendments to in 1989-90.

The CCC was established by Act of Parliament in 1946. Its mandate includes:

- to assist in the development of trade between Canada and other nations;
- to provide an effective, responsive government-to-government contracting service to the private sectors in Canada, at the best cost to the Canadian taxpayer; and
- to provide an efficient and effective contract management service to foreign governmental customers.

Many Canadian firms have found that a combined private sector-CCC initiative can give them a competitive edge since it often provides an extra measure of assurance to the foreign governmental buyer that contract terms and conditions will be fully met.

CCC draws on the services of other Canadian government departments and agencies concerned with providing assistance to exporters. It also works with provincial ministries and agencies, and with private business organizations — banks, insurance companies, trading houses — when a government-to-government arrangement will contribute to their export efforts.

For more information on the Corporation or to obtain a copy of the Annual Report, contact the CCC, 50 O'Connor St., Ottawa K1A 0S6. Tel.: (613) 996-0034. Fax: (613) 995-2121. Telex: 053-4359.