

## INTRODUCTION

The Embassy of Canada in Paris is of the view, as reflected in its 1990-1991 work program, that fish, seafood and other related products constitute an important subsector of its export development mission.

The aims of this report are to:

- make Canadian fish exporters aware of the market opportunities afforded by France;
- provide exporters with sufficient information to enable them to decide whether it would be useful for them to explore the market in greater depth;
- facilitate contacts with French fish buyers;
- provide Canadian commercial travellers with useful information, including an indication of Canadian government services available to, and Canadian government actions on behalf of, Canadian fish exporters;
- promote priority-setting and planning activities, provide information about market competition, and guide Canadian fish product promotional initiatives in France.

Every effort has been made to ensure that all information contained in this report is accurate. When engaging in commercial transactions, however, it is important that the buyer confirm all specifications and conditions to comply scrupulously with the requirements of French authorities and importers.

We would be interested in hearing about the results -- whatever they may be -- obtained by our fish exporters in the French market. We also ask our readers to advise us of any errors or omissions they may note in this document.

If you would like further information about the possibility of exporting to France, please contact the trade representatives at the nearest International Trade Centre, or the Western Europe Trade and Investment Development Directorate or the Fisheries Division of the Department of External Affairs in Ottawa.

If you are ready to export and wish to take advantage of the market opportunities offered by France, you should contact the Embassy of Canada in Paris. Please describe your export capability in as much detail as possible, as this will help the Embassy to provide you with the information you are looking for.

The names and addresses of persons to contact are appended to this report.