

Mission: 424 Dusseldorf
Market: 128 West Germany
Key Subsector: 021 Fish & Shellfish and Other Products

<u>Specific Product Opportunities:</u>	<u>Current Imports (\$CDN)</u>
Live/frozen lobster	\$7.80 M
Shrimps	\$.42 M
Smoked salmon	\$1.40 M
Frozen salmon	\$5.80 M
Salmon roe	\$.00 M
Canned salmon	\$.00 M
Cod	\$.00 M
Arctic char	\$.00 M

General Market Comments:

The Federal Republic of Germany is the largest and most affluent Member State of the European Economic Community. Germany's imports, currently expanding at 6% a year, are relatively evenly distributed throughout the various sectors, and primary goods play a prominent role in imports. Food and beverages remain the largest single import sector, accounting for about 14% by value. Per capita consumption of fishery products is relatively high and reached 13.2 kg/year in 1987. West Germany is also largely dependent on imports to meet the growing demand for seafood. Fully two-thirds of all seafood is imported. Canada's share of this market has remained persistently low despite record exports to the European Community as a whole in 1987. Exports to West Germany were a relatively modest \$29.9 million, only 7 percent of Canadian seafood exports to the European Community. Currently Canadian fish exports to West Germany consist of a number of commodities for further processing - frozen herring, frozen salmon and fish roes as well as products for direct sale at the retail level - live lobster, frozen herring fillets and sole fillets. While some of these products face relatively high tariffs, good sales prospects exist with favourable exchange rates and market promotion.