Good Prospects Continue for Canadian Fish Product Exports to Switzerland

This is the first — following the success of the ongoing UK articles —in a series of sector profiles on Switzerland. A future issue of **CanadExport** *will profile Switzerland's wood and wood products sector.*

Market Facts

When it comes to fish and seafood, Switzerland depends largely on imports — with Canada being among the leading suppliers.

In 1989 the country imported 47,626 tons of fish and seafood, valued at Cdn$459 million. Of that amount, Cdn$41 million (9.0 per cent of Swiss purchases abroad) was sourced from Canada.

Good prospects continue to exist for Canadian Pacific and Atlantic frozen salmon, both wild and farmed. Indeed, 60 per cent of the salmon used by Swiss smoke houses comes from Canada.

A traditional market also exists for frozen perch fillets, 62 per cent of which come from Canada, and there is a growing market —Canada's market share is 23 per cent — for fresh perch fillets.

Though the Swiss market for lobster is relatively small, it is expanding, with an average of 71 tonnes or 33 per cent of imports coming from Canada. Good export opportunities also exist for Canadian frozen cod, frozen and canned shrimp, and canned salmon.

Market Access

Most fish species are imported duty-free by licensed importers whose products are subject to a veterinary control. Shipments must also be accompanied by a public health certificate. **Shipments not accompanied by this certificate are returned.** The Swiss importer is responsible for informing the Canadian exporter about the prevailing import regulations and formalities.

Trade Promotion Events

Major Swiss importers regularly visit such international trade fairs as SIAL in Paris, France and ANUGA, in Cologne, Germany. In November, 1991, the Canadian Embassy in Basel will again participate — with an information booth — in IGEHO, the International Exhibition for Industrial and Institutional Catering, Hotels and Restaurants.

Information Sources

Swiss Foreign Trade Statistics
Swiss Fish Importers

Government

Swiss Veterinary Office
Schwarzenburgstrasse 161
CH-3097 Liebefeld/Berne
Tel.: 31/59 81 11
Fax: 31/59 85 22

For further information, contact Werner Naef, Commercial Officer, Canadian Embassy, Kirchenfeldstrasse 88, CH-3005 Berne/ Switzerland. Tel.: 31/44 63 81. Fax: 31/44 73 15.

Mexico's Tourism Industry — *Continued from page 3*

tional and wealthy local tourists. They also are the ones with the largest turnover in supplies and the largest buyers of new equipment.

The new Law to Promote Mexican Investment and to Regulate Foreign Investment — enacted May 1989—eliminates much cumbersome red tape and makes it much easier to set up a new company in Mexico. It also allows foreign investment of up to 100 per cent in tourism, as opposed to the previous 49 per cent.

To achieve Mexico's 1994 goals — some of which include 50,000 additional hotel rooms and 100,000 additional beds —will require a total investment of $4.5 billion.

It's a market Canadian companies might find it worth their while to pursue.

For information on this aspect of Canadian trade possibilities with Mexico, contact Gil Rishchynski, South America and Mexico Trade Division (LST), EAITC. Tel.: (613) 996-5548. Fax: (613) 996-0677.

Venezuela Eases Its Agricultural Import Policy

Venezuela has abolished all import prohibitions in agriculture.

In addition, all import licensing requirements have been eliminated—with the exception of those for wheat, corn, sugar, milk, animal feed and oilseeds.

Imports of goods such as fish (including salmon, cod and lobster), apples and most prepared foodstuffs, are no longer required to submit to Venezuelan licensing requirements.

Canada exported over $150 million worth of goods to Venezuela in 1989 —one third of it in agricultural products— and that in spite of the import prohibitions and licensing requirements which have now been removed.

Another boost for Canadian agricultural exporters is the soon-to-be-signed Joint Agriculture Committee (JAC) Agreement with Venezuela, that will provide new visibility for Canadian agricultural expertise through a series of technical seminars in the Venezuelan market, as well as aid in the development of vital market intelligence.

With a population of 18.5 million and a 5.7 percent economic growth rate in 1989, Venezuela offers good opportunities for exporters —it imported close to US $10.9 billion worth of goods last year, 13.5 percent of it in the form of food imports.

For more information on the Venezuelan market opportunities, contact Jeremy Pallant at EAITC's South America and Mexico Trade Division (LST). Tel.: (613) 995-8804. Fax: (613) 996-0677.