

Mission: 471 Warsaw
Market: 123 East Germany
Key Sub-Sector: All sub-sectors

General Comments:

It is properly anticipated that the future role of companies in East Germany operating under the old economic system will go through changes as they are integrated into the free-market economy of West Germany. The new companies which will operate in the free-market will adopt a system of reacting to market trends. The Unilever subsidiary-Nordsee-was cited as an example of a major fish buyer which has a nationwide network in West Germany of related outlets for fresh/frozen fish and fast food.

Certain concerns have been expressed over Canadian delivery and quality, and although many East German companies may disappear after integration, the German requirement for contractual fulfilment will continue into the future. Purchase commitments may be made for 1990, but the long term prospect is for East Germany to no longer be in existence as negotiator/buyer.

FOR FURTHER INFORMATION:

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