

NOTICE TO READERS

External Affairs and International Trade Canada, the federal department responsible for international trade, operates and maintains the Trade Commissioner Service. There are over 818 officers in some 130 cities abroad and 12 cities in Canada. The primary responsibility of the Trade Commissioner is to assist Canadian companies starting or expanding export sales in international markets. This objective is often achieved through the preparation of market intelligence on various industry sectors in specific territories serviced by Canadian posts abroad.

The Canadian Embassy in Tokyo, Japan, in its 1990/91 post plan, identified "fish, shellfish and other fish products" as a priority sector for market development activities by the post. This report is the result of a series of reports on the Japanese fisheries market and is intended to make Canadian fish exporters aware of current market conditions in Japan.

For further information on the Japanese market please contact the following:

Canadian Embassy  
7-3-38 Akasaka  
Minato-ku  
Tokyo 107, Japan  
Tel. (03) 556-2141  
Fax. (03) 556-2142  
416-2038/416-2039

Japan Trade Development Division (JTD)  
External Affairs and International Trade Canada  
Lester B. Pearson Building  
135 Sussex Drive  
Ottawa, Ontario K1A 0G4

Fisheries Division (TFD)  
External Affairs and International Trade Canada  
Lester B. Pearson Building  
135 Sussex Drive  
Ottawa, Ontario K1A 0G4