

NOTICE TO READERS

Every fiscal year, Canadian trade offices abroad choose certain sectors as priorities for export market development. This report provides data from posts assigning a priority to the fish and seafood sector during fiscal year 1989-90. Its purpose is: (a) to make Canadian fish exporters aware of the export possibilities identified by Canadian Trade Commissioners and Commercial Officers abroad, and; (b) to provide the information necessary for individual exporters to contact the relevant trade offices and to exploit specific export opportunities.

The report is divided into two sections. The first section provides global data derived from reports by individual trade offices, related to: geographic distribution of Canadian trade offices with a "priority" on fish and seafood; market sizes; Canadian export performance; market shares; market potential; competitors and export opportunities. This information is intended to provide a global perspective by which Individual exporters can assess their own export strategies.

The second section of the report provides key data for individual countries and regional markets. Exporters interested in more detail on the opportunities noted in the report are invited to contact Canadian Trade Commissioners and Commercial Officers at our posts abroad and in Ottawa as noted for each marketing area. Exporters are reminded, however, that the International Trade Centres across Canada are their first point of contact with the Trade Commissioner Service. A list of ITC contacts is provided on the last page of the report.

**Richard Ablett
Director
Fisheries Division**