

Promotional activities to be considered by Canadian salmon exporters to Belgium might include an awareness campaign to educate Belgian consumers on the differences between farmed and wild salmon, although the gourmet market (restaurants, specialty fish mongers) is already much aware of the differences between the Canadian wild and the Norwegian farmed product. Canadian exporters could capitalize on this awareness by providing a high quality and unique product. In addition to providing a wide variety of promotional materials (in both French and Dutch), there are a number of other possible marketing activities which could be undertaken. In September 1992, the TAVOLA trade fair for fine foods and delicatessen will take place in Kortrijk, Belgium. This fair concentrates on the upper end of the market for fine foods and was attended in 1990 not only by Belgian, but by Dutch, British, french and German fine food firms.

In addition, the first European Seafood Exposition which is being managed by the organizers of the International Boston Seafood Show will be held in Brussels from April 20-22, 1993. This event is in direct response to calls for an international seafood show in Europe and will be dedicated exclusively to seafood products and services.