

**Market Opportunity:**

Japan is the world's largest market for fisheries products, absorbing more than one third of global exports. Japan imported US\$13.2 billion worth of fisheries products in 1992, an increase of 6% in dollar terms over 1991. Canadian exports totalled C\$650 million in 1992, which represented a drop in market share to roughly 4.3% and ranking us in eighth place as a supplier. Consumer tastes are changing in favour of value-added products as Western-style foods gain greater exposure, incomes rise, and more convenience is demanded. The prospects for continued import penetration have also been enhanced with the steady decline of the Japanese domestic catch.

**Supplier Capability:**

While established Canadian suppliers of traditional raw product will continue to do business through established channels, problems related to specie availability and aggressive competition from alternate importing sources (eg. Russia) will likely ensure only modest sales growth in the near future. On the other hand, more fully processed underdeveloped exports targetted at the retail and foodservices industries (live and frozen lobster, surf clams, crab, halibut and shrimp etc.) show excellent potential for significant market penetration.

**Action Plan Strategy:**

Build awareness and market knowledge by exposing appropriate Canadian exporters to trends and consumer practices in the Japanese marketplace;

Assist Canadian firms adapt product to the marketplace by identifying import requirements and impediments on a product-specific basis, by counselling exporters selectively and individually, and by supporting company initiatives specifically geared to value-added product redesign;

Promote the product in the marketplace by engaging a well-defined group of clients in selective, highly-focussed initiatives in Japan.