

A conscious effort by Canadian exporters to improve the quality of their products has already had, and is expected to improve, future acceptance of Canadian products. Improving standardization will also benefit sales.

The restructuring of the Canadian industry is not yet finished. Improvements in this area will enhance Canada's competitive position. The formation of export consortia and the strengthening of fisheries councils in BC and Eastern Canada will result in increased export efforts by these entities.

Upgraded products and new-product development are both goals of some processors/exporters.

There are problem areas which hamper Canadian exports. These include transport costs, limitations on export financing and insufficient skilled managers in the fishing industry.

4. Proposed Promotional Activities

Promotional projects are planned to respond to all the opportunities described above. These include trade fair participation in the US, the EC and Japan, solo shows, incoming buyers missions, market surveys, importers directories and promotion of underutilized species. A closer working relationship with the industry and the provinces on export promotion has begun.