

REPORT: OA3 88/89 SECTOR FACT SHEETS (Cont'd)

SECTOR: 002 FISHERIES, SEA PRODUCTS & SERV.

MISSION: 409 BERNE

MARKET: 512 SWITZERLAND

3 yr Cumulative Export
Export Potential For
Key SubSectors
\$ 75 - 130 M

Next Year Projected
Market Size For
Key SubSectors
\$ 397.80 M

Current CDN Exports
Market Share For
Key SubSectors
6.00 %

KEY SUBSECTOR: 021 FISH & SHELLFISH & OTHER PROD

3yr Cumulative
Export Potential
\$ 60 - 100 M

Next Year Projected
Market Size
\$ 259.30 M

Current Canadian
Market Share
6.90 %

Specific Product or/Service Opportunities:

SALMON
YELLOW PERCH
SHRIMPS
COD
LOBSTER
PIKE
GROUND FISH

Current Imports
(\$CDN)

\$.00 M
\$.00 M
\$.00 M
\$.00 M
\$.00 M
\$.00 M
\$.00 M

KEY SUBSECTOR: 022 PROCESSED FISH & SHELLFISH

3yr Cumulative
Export Potential
\$ 15 - 30 M

Next Year Projected
Market Size
\$ 138.50 M

Current Canadian
Market Share
4.30 %

Specific Product or/Service Opportunities:

SHRIMPS

Current Imports
(\$CDN)

\$ 3.90 M