

## POST OBSERVATIONS

The Commercial Division of the Canadian Embassy in The Hague has again selected the fisheries, sea products and services sector as a priority area for export market development activities for 1993-94. Each year Canadian posts around the world provide summaries in synopsis form of their work-plans for the upcoming fiscal year. The purpose of the synopsis is to provide those engaged in the process of promoting exports from Canada with the means to obtain condensed market data and information on export opportunities at an early stage in the planning process. Submissions from the Canadian Embassy in The Hague relating to the fisheries and seafood sector are summarized below.

<b>Market Data</b>	<b>Two Years Ago</b>	<b>One Year Ago</b>	<b>Current Year</b>	<b>Next Year</b>
Market Size	852.00 \$M	1019.00 \$M	1050.00 \$M	1000.00 \$M
Canadian Exports	23.04 \$M	21.85 \$M	25.00 \$M	27.00 \$M
Market Share	2.70 %	2.17 %	2.38 %	2.70 %

The Canadian Embassy in The Hague has estimated that the cumulative three-year export potential for Canadian products in the fishery sector to be between \$60-\$100 million. Major competing suppliers to the Dutch market are Germany (16.0%), the United Kingdom (13.0%), Denmark (10.0%), and Belgium (9.0%). The Post in The Hague notes that the Canadian seafood export market share (@1.8%) in the Netherlands is well established and growing.

Key factors contributing to the current successful Canadian fisheries exports include: 1) import duties are moderate; 2) competitive pricing; and, 3) strong sectoral capability in Canada. However, key factors for Canadian fisheries exports not reaching market potential include: 1) import restrictions, which are a significant impediment in this sector; 2) EC quality requirements; 3) limited awareness by Dutch of Canadian quality; and, 4) freight requirements and costs.

The Canadian Embassy in The Hague has identified seven seafood products for which it believes there are good prospects for Canadian seafood exporters, as listed below.

1. Live Lobster
2. Canned Salmon
3. Herring
4. Eel
5. Oysters
6. Scallops
7. Other Molluscs

The Canadian Trade Office in The Hague has indicated that the potential market for seafood products is currently under-exploited by Canadian firms and provides excellent opportunities for a variety of specialty seafood products.