

Mission: 511 Kuala Lumpur

Market: 344 Malaysia

Key Sub-Sector: All Sub-sectors

Specific Product Opportunities

Current Imports (\$Cdn)

Fish (fresh/chilled/frozen)	\$70.2M
Mackerel (other marine)	\$40.9M
Fish Products (prepared/preserved)	\$38.3M
Crustaceans & Molluscs	\$22.6M
Shrimps & Prawns (fresh/frozen/prep./pres.)	\$15.3M
Sardines	\$12.8M
Smoked Fish	\$6.0M
Crab	\$6.0M
Tuna	\$5.5M

General Comments:

The major activity in the Malaysian fisheries industry is inshore fishing which contributes 80 percent of total fish production. With the overall decline in marine landings, deep-sea fishing and aquaculture, each contributing 10 percent of total production, are becoming increasingly important sources of supply. Malaysia's fish processing industry is largely characterized by small scale ventures involved in the production of dried fish (salting, drying), fish crackers, fish balls and other traditional fish products. The major exports from Malaysia are frozen and canned seafood as in frozen prawns, canned sardines/tuna, and canned anchovies (type of small fry).

Malaysia is a net importer of fish with imports accounting for 40 percent of total consumption annually. Fish intake accounts for almost two-thirds of the total animal protein consumption in Malaysia which has a population dominated by indigenous Muslim citizens. Total fish imports to Malaysia in 1987 totalled 256,797 tonnes valued at \$170.2 million Cdn, and in 1988 valued at \$137.1 million. Fresh fish, either chilled or frozen, is the largest import item with most imported from Thailand and Indonesia. Mackerel and other marine fish imports totalled 111,123 tonnes, while Malaysia imported 9,213 tonnes of canned sardines and 2,065 tonnes of canned tuna. Other imports include canned crabmeat of 1,269 tonnes, canned shrimp and prawns totalling 1,588 tonnes, frozen shrimp at 2,951 tonnes, and fresh prawns at 3,845 tonnes.