

LIMITATIONS OF SOURCING TOOLS CURRENTLY AVAILABLE:

- Sourcing assistance is available from Canadian federal and provincial governments and departments.
- Supply reports by External Affairs and Fisheries and Oceans provide data on Canadian supply capabilities.
- Product/service information from Canadian companies - good company literature permits Post Officers to work effectively for Canadian exporters. Literature should be left with firms when visiting Korea.
- WIN Export and BOSS computer directory of Canadian exporters, their products and company profile.
- Need to update information in WIN Export and BOSS on regular basis.
- Visit Reports - Headquarters and post officers provide reports of visits by companies interested in market, their capabilities and objectives - this information often may provide leads on supply sources.

POST EXPORT SUPPORT ACTIVITIES PLANNED OR IN PROGRESS:

1. Monitor and advise Ottawa of the Korean Government's policy changes regarding liberalization of fish and fish products.

Results expected: Identify market opportunities for new species

2. Participation in Korfood '89/Salmon and Lobster April 27- May 1, 1989, Results expected: Expand Canadian market share for frozen salmon and develop a new market for live lobsters.

Status:

TIPS ON APPROACHING THE MARKET:

- 1) Importers, agents, distributors: Local representation in the Korean market is crucial for successful market penetration. In marketing products in Korea, a number of alternatives are available. These include the establishment of a branch sales office, appointing one of the Korean, or Japanese trading firms in Korea as your representative, selecting a registered trading firm to act as your agent, or selecting a registered offer agent to represent your product in Korea. Distribution methods vary with the product and individual situation and must be tailored to fit particular conditions.