

Mission: 325 Abidjan

Market: 564 Ivory Coast

Key Subsector: 021 Fish and Shellfish and Other Products

Ivory Coast is an attractive potential long-term market for large volumes of underutilized fish species. Mackerel and herring seem to have the best opportunities for sales although possibilities exist for other species such as Pacific hake. The main demand is for low-value, fatty species with a preferred minimum fat content in the 18-20 percent range for general public consumption. Ivory Coast currently imports about 100,000 tonnes of frozen fish annually with horse mackerel, mackerel and sardinella as the leading species. 1987 imports of mackerel were about 25,000 tonnes and imports of herring were about 6,000 tonnes.

<u>Specific Product Opportunities:</u>	<u>Current Imports (\$CDN)</u>
Fresh/frozen mackerel	\$17.00 M
Fresh/frozen herring	\$4.00 M

Post Comments re Marketing Approach:

Posts notes the following reasons for relative lack of Canadian fish exports to Ivory Coast to date:

- 1) Non-competitive pricing - Canadian C and F Abidjan prices are 50 percent higher than those of European suppliers.
- 2) Difficulties adapting marketing techniques - Traditional packaging practices are very important to the purchase and sale of fish in the Ivory Coast. Firms should seek to duplicate practices established by Europeans as closely as possible (20 and 30 kg cartons). "Overpacking" cartons is also a normal practice.
- 3) Relatively new and unexplored market prospects - Because of increasing demand for fish in the Ivory Coast (about 200,000 tonnes a year), the Ivorians regularly seek sales offers from Canada. However to the post's knowledge, only a handful of Canadian businessmen have visited the Ivory Coast to assess the market.
- 4) Competitors in the market offer fish that has been frozen-at-sea which provides a perceived comparative advantage in terms of product quality.