

# NOTICE TO READERS

During fiscal year 1989-90, twenty-eight Canadian Trade Offices abroad identified the fish and seafood sector as a priority for export market development. Each year each Trade Office develops a program of activities related to the sector and provides key information on the markets served by the Trade Office. As part of the planning process, each Trade Office identifies specific export opportunities and products for which there are good marketing opportunities. This information is detailed in assessments by each Trade Office of these export opportunities.

This annotated guide is intended to help Canadian exporters make a practical assessment of export opportunities in the fish and seafood sector. It is intended to help exporters identify potential markets and provide key information on the markets served by the Trade Office. As part of the planning process, each Trade Office identifies specific export opportunities and products for which there are good marketing opportunities. This information is detailed in assessments by each Trade Office of these export opportunities.

## ANNOTATED FISH PRODUCT

### EXPORT MARKET OPPORTUNITIES GUIDE

1989-90

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Canadian exporters who are ready to supply specific markets with the species or products identified in this guide may wish to contact the Trade Office directly. Contacts are identified for each market in order to facilitate exporters in obtaining information from the points. Canadian Trade Commissioners and Consular Officers abroad can help you.

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