

## CÔTE D'IVOIRE

The continental shelf off Côte d'Ivoire is narrow and stocks are not plentiful in the warm waters. By tonnage, mackerel, tuna, sardinella, grunts and croakers are the predominant commercial marine species. Lagoon and artisanal fisheries exploit shrimp, sardinella, lapianotus and other local saltwater species. Côte d'Ivoire is an good long-term market for large volumes of underutilized fish species. Mackerel and herring seem to offer the best opportunities for sales, although there may be possibilities for other species provided long term promotional efforts are undertaken. The main demand is for low-value, fatty species with preferred minimum fat content in the 18-20 percent range for general public consumption. Fish are imported frozen and sold to hawkers who sell the fish either smoked or fresh. Canadian firms must have a capacity to operate in French and be prepared to handle large orders at low prices. Long term exploitation of this market opportunity may require firms to examine one or all of the following factors to ensure competitiveness: costs and product characteristics resulting from Canadian harvesting practices; export consortia or joint marketing techniques; Canadian warehousing capacities; shipping arrangements; credit practices; joint ventures; and established marketing structures and practices. Canadian exporters should pay close attention to the language and established packaging forms in the trade.

### MAJOR CÔTE D'IVOIRE SEAFOOD IMPORTERS

**AFRIC INTER FREEZE**  
15 BP 318, Abidjan 15,  
Contact: Mr. Joseph Fontana  
Telex: 42313  
Products: fish and seafood

**COFRAL**  
05, BP 844, Abidjan 05  
Contact: Mr. Jean-Francois Amida  
Telex: 42415  
Products: fish and seafood

**IMPAC**  
18, BP 1242, Abidjan 18,  
Contact: Mr. Mohamed Khachab  
Products: fish and seafood

#### **FOR FURTHER INFORMATION:**

**Canadian Embassy**  
Immeuble Trade-Center,  
23, rue Nogues, C.P. 4104,  
Le Plateau, Abidjan 01,  
République de Côte d'Ivoire  
Tel:(011-225) 32-20-09  
Telex: 23593  
Fax:(011-225) 32-77-28  
Mr. Roch Ledoux  
Counsellor (Commercial)

**IMPROMER**  
07, BP 318, Abidjan 07,  
Contact: Mr. Sami Moukarzel  
Telex: 42201  
Products: fish and seafood

**PROMOFROID**  
01, BP 3877, Abidjan 01,  
Contact: Mr. Deschamps  
Telex: 42225  
Products: fish and seafood

**SIVCOGE**  
01 BP 3348, Abidjan 01,  
Contact: Mr. Hotait Hadi  
Telex: 42412 or 43367  
Products: fish and seafood