

ANNEXE 1

20/01/88

DEPARTMENT OF EXTERNAL AFFAIRS

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Sector, Region, Post

Sector: 002 FISHERIES, SEA PRODUCTS & SERV.

Subsector: 021 FISH & SHELLFISH & OTHER PROD

Region: AFRICA

Mission: 325 ABIDJAN

Market: 139 IVORY COAST

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	75.00M	\$ 70.00M	\$ 70.00M	\$ 0.00M
Canadian Exports \$	0.10M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.10%	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 148 MAURITANIA	030 %
ii) 354 NETHERLANDS	029 %
iii) 553 UNION OF SOVIET SOC REP	019 %
iv) 397 SENEGAL	014 %
v) 616 OTHER COUNTRIES	008 %

Cumulative 3 Year Export Potential For CDN Products 0-1 \$M
in this Sector/Subsector:

Current Status of Canadian Exports: No Export Results to Date

Products/services for which there are
good market prospects

Current Total Imports
in Canadian \$.

i) MAQUEREAUX FRAIS

\$ 17.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this Sector (Sub-Sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters