

The consumption of traditional smoked products such as eel, turbot and dogfish is being replaced by smoked salmon. At the same time food stores continue to enlarge their seafood displays with emphasis on higher value and better quality products. Restaurants are also moving up market by introducing patrons to more sophisticated preparations which ultimately end up in food stores. Nordzee, the largest speciality seafood outlet in Germany recently expanded from fast food to prepared dinners including lobster with champagne.

Other promotional events to help enhance exports to the German market include Trade missions and instore promotions. A report on the NEXOS mission to ANUGA as well as the upcoming promotion in the Tengelmann retail chain is contained in this report. The Fisheries Division of the Department of External Affairs and International Trade Canada (EAITC) has lead responsibility for the export promotion of seafood. Exporters seeking further information on promotional events in the fisheries sector sponsored by EAITC should utilize the list of contacts in the appendix. Companies should in the first instance make contact with the International Trade Centres located in major business centres across Canada.