

EXTERNAL AFFAIRS AND INTERNATIONAL TRADE CANADA
GEOGRAPHIC TRADE DIVISIONS

TURKEY

SUPPLY & CONSUMPTION

Turkish market for lobsters is very small, between 150-200 tonnes. Lobster is a luxury seafood item in Turkey and sells at very high prices in shops and restaurants. High prices make lobster products affordable to only a very small portion of Turkish people, who had a per capita income of US\$2600 in 1991. Both fresh and frozen lobster products are imported. Almost 90% of annual consumption occurs in restaurants and hotels. Local production of lobster totalled 51 tonnes in 1991 and 43 tonnes in 1992. Total imports for 1992 were: H.S.0306.12.1 (1960 tonnes), and 0306.22.1 (345 tonnes).

DISTRIBUTION SYSTEMS

Agents and wholesale traders are involved in distribution. Restaurants and hotels purchase from commission agents and wholesale traders. Importers also prefer to sell through agents and traders. Some large hotels (Hilton, Sheraton), import directly for their own restaurants, however this only represents very small quantities.

PHYTOSANITARY REGULATIONS

A phytosanitary certificate should be presented during the customs clearing process, which is bureaucratic and lengthy. When importers apply to the Customs Entry Directorate, an inspector is assigned; this can be another time consuming process.

TARIFFS/NTB'S

The customs duty on imported lobster is 25%, however, an additional 18-20% is also charged as a surcharge for the Industry Stabilization Fund, Defence Fund, Urban Services Support Fund, Stamp Duty Fund, etc.

PROMOTIONAL ACTIVITIES

The small size of Turkish lobster market does not warrant a strong promotional activity in the form of government participation in exhibitions, or missions from Canada. Should a Canadian exporter decide to launch an active marketing campaign in Turkey, the best food exhibition would be the International Food and Beverage and Service Equipment Fair, which is held in February. Canadian exporters should however, first try to determine if any business can be done through Turkish importers.

POST COMMENTS

The image of Canadian lobster is excellent in Turkey. However, it is not expected that there will be significant growth in Turkish demand for lobster in the near future as lobster will continued to be consumed by only a very small segment of the Turkish population.

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