NOTICE TO READERS

The Canadian Embassy in Tokyo has identified the fisheries sector as a priority sector for export promotion in 1994/95. This points to the existence of particular opportunities which Canadian seafood exporters are encouraged to pursue. This document has been prepared with a view to providing Canadian fish and seafood exporters with basic information on the Japanese market.

The report identifies market opportunities of potential interest to Canadian seafood exporters and provides data on the characteristics of the Japanese economy, such as population and economic structure. Information on the domestic Japanese market includes data on regional patterns, imports, distribution, marketing opportunities, market access, and consumption habits. Lists of the major Japanese fish and seafood importers/distributors/users (p.27), International Trade Centres (p.43) across Canada, and the Geographic Trade Divisions in the Department of Foreign Affairs and International Trade (p.42), are provided as contact points for Canadian seafood exporters interested in the Japanese market.

Care has been taken to ensure the accuracy of the information in this guideline at the time of preparation. However, potential Canadian fish and seafood exporters are advised to check all relevant details with their commercial contacts and to ensure strictly to the requirements and regulations set by Japanese importers and authorities. This report is one in a series of "Country Guidelines" being prepared by the Seafoods Liaison Section, Department of Foreign Affairs and International Trade. Any questions about this report, or other material in upcoming country guidelines, should be directed to the Sectoral Liaison Section (Ottawa), 125 Sussex Drive, Ottawa, Ontario. Tel:(613) 992-1772, Fax:(613) 943-1103. An updated electronic version of this document is available through Exci_Web at (613) 94-1-1500.

Portions of this report have been extracted from the document The Japanese Seafood Market, which was originally researched by James Dockendale of the Department of Fisheries and Oceans (Ottawa) and updated by the Commercial Officer of the Canadian Embassy in Tokyo.

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