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GOVERNMENT-INDUSTRY CONFERENCE TO EXPLORE CANADIAN SEAFOOD EXPORT MARKET DEVELOPMENT

International Trade Minister John C. Crosbie today announced a conference to be held in Halifax on March 26 and 27 on export market development for Canadian fish and seafood products.

External Affairs and International Trade Canada, the Fisheries Council of Canada, and the Fisheries Council of British Columbia are co-sponsors of the two-day session that will seek the views of company marketing managers on export market prospects, the problems facing the sector, the activities of foreign competitors, and the direction of government programs that promote Canadian fish and seafood exports.

"With exports valued at \$2.6 billion last year, the Canadian seafood industry is well-positioned to prosper in world markets in the long term," said Mr. Crosbie. "The meetings will provide us with a first-hand look, not only at the opportunities available to the industry but also at the challenges that must be met for the industry to take full advantage of growing foreign demand for fish and seafood products."

The results of this meeting will be compiled in a report to the Minister's Sectoral Advisory Group on International Trade (SAGIT) on Fish and Fish Products, and will form the basis for dialogue with other members of the seafood sector.

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