

worldwide distribution to missions abroad, Canadian fish and seafood exporters and interested buyers.

2. the production of a Worldwide Directory of Seafood Importers.
3. production of generic promotion material such as Species Availability Charts.
4. non-traditional specie facts sheets (Grenadier, Mackerel, Blue Shark, Greenland Halibut, Ocean Perch/Redfish and Silver Hake/Pacific Hake).
5. contributing to fish and seafood associations on initiatives to develop export markets for herring, ongoing production of SEAFOOD CANADA, snowcrab and lobster promotion in key markets, assist the Canadian industry in meeting new U.S. nutritional labelling requirements scheduled to come into effect in May, 1994.
6. Production of Country Guidelines for the Fish and Seafood sector and Species Surveys.

(B) Other market development Initiatives

- the 1993 ExportVision series in Vancouver, B.C., St. John's, Newfoundland and other Atlantic trade centres will see key trade officers and foreign buyers brought into Canada to garner more seafood sales, gather market intelligence and information to maintain and increase market share.
- coordinate development of the section on the Fisheries sector in the 1994-95 International Trade Business Plan
- working with national fish and seafood associations on market development projects under the Program for Export Market Development (PEMD).
- seek the advice of all stakeholders and produce Global Market Opportunities Review for- (a) Fish and Seafood General, (b) Underutilized (Non-traditional) species, (c) Aquaculture, (d) Lobster and (e) Salmon. Produce new Opportunity Reviews on Herring and Shellfish species and Groundfish with a view to the strategic thinking and planning required for re-positioning all groundfish products regardless of when the cod moratorium is lifted.
- work with the Geographic Bureaux within EAITC on Post Initiated Project Proposals (PIPPS), assist on the Ministerial led Action Plan for Japan, continue to coordinate incoming and outgoing missions and promotional events in order to eliminate duplication of effort in an era of declining and constrained financial resources.
- foster Canadian participation in key trade shows etc. relating to the Fisheries and