

INTRODUCTION

The Canadian Embassy in Abidjan, Côte d'Ivoire, in its 1988/89 post plan, identified "Fish, Shellfish and other fish products" as a priority subsector for market development activities by the post.

The post's 1988/89 plan is set out in Appendix 1 to this report. This report elaborates on the plan and provides supplemental information on the Côte d'Ivoire market for fish imports.

This report is intended:

- to make Canadian fish exporters aware of the export market opportunities for fish in Côte d'Ivoire;
- to provide exporters with sufficient information to assess whether further exploration of the market opportunities is warranted;
- to facilitate contacts with Côte d'Ivoire fish buyers;
- to provide helpful information to Canadian business travellers, and to make them aware of the services provided and activities undertaken in support of Canadian fish exporters by trade officers in the Canadian Embassy in Abidjan;
- to promote discussion of Canadian fish export interests, priorities, competitive problems and marketing efforts in Côte d'Ivoire.

Care has been taken to assure the accuracy of the information in this report at the time of preparation. However, prudent Canadian fish exporters are advised to check all relevant details with their buyers and to adhere strictly to the specifications set by Côte d'Ivoire importers and authorities.

We want to hear about your efforts to take advantage of the market for fish in Côte d'Ivoire, both successful and unsuccessful. If we have missed important information, please let us know.