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FISHERIES MARKET REPORT - JAPAN

New Fish Trade Enquiry Service

- The Embassy has arranged with Suisan Keizai Shinbun, Japan's largest fish trade journal with daily circulation of 58,000 to include free of charge information on Canadian firms seeking potential Japanese importers for their products. Any Canadian firm wishing to be included in this service should forward company and product info/brochures to following address:

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Canadian Embassy 7-3-38 Akasaka Minato-ku Tokyo Japan

General Outlook

- Japanese imports of fishery products increased by approximately 20 percent during the first 7 months of 1988, an incredible performance considering the large increases already experienced during the last few years. Total imports for 1988 should exceed 2.3 million MT valued at C\$13 billion.
- The enormous size of the market coupled with ever increasing demand for high quality, high grade species of marine products has created tremendous opportunities for fish exporters, and certainly for Canada.
- Canadian exports for the Jan-July 88 period (see table on next page) have increased by \$120 million and will exceed \$600 million for the full year. This is double the value in 1985 and a three fold increase over 1983 levels.
- In addition to strong demand for traditional Canadian fishery exports - herring roe, salmon, crab and capelin, other minor species are showing excellent growth such as sea urchin, black cod, lobster, mackerel, food herring, shark and shrimp.

| <u>Japanese Fish Imports - total</u> | Jan-Jul | | | | |
|--------------------------------------|---------|-------|--------|-------|-------|
| | 1985 | 1986 | 1987 | 1987 | 1988 |
| Volume(000MT) | 1,577 | 1,869 | 2,075 | 1,229 | 1,448 |
| Value \$C millions | 6,747 | 9,325 | 11,424 | 5,960 | 7,117 |
| \$US millions | 4,941 | 6,829 | 8,448 | 4,441 | 5,861 |
| Yen billions | 1,176 | 1,138 | 1,234 | 658 | 741 |
| NOTE: Currency table on Page 20 | | | | | |