

Export and Investment Promotion Planning System

MISSION: 424 DUSSELDORF

COUNTRY: 128 GERMANY WEST

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- high tariffs
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:
RELUCTANCE FROM CANADIAN PROCESSORS TO CULTIVATE A MARKET OTHER THAN THE US, AND A RELUCTANCE TO INTRODUCE NEW PRODUCTS.

Some Canadian Exporters to this Market in this Sector (Sub-Sector) have enjoyed success previously as a result of a variety of factors which the Trade Office reports to include:

- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this Sector (Sub-Sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this Sector (Sub-Sector) the Trade Office is currently engaged in activities which include:

Activity: UPDATE EXISTING FISH FACT SHEETS DESCRIBING THE GERMAN MARKET FOR SELECTED SPECIES.

Results Expected: MAKE CANADIAN SUPPLIERS AWARE OF OPPORTUNITIES AND DISTRIBUTION CHANNELS.

For the next fiscal year, the Trade Office is planning to undertake the following new export support initiative(s) in this Sector (Sub-Sector):

Activity: CONTINUE TO INTRODUCE HIGH VALUE PRODUCTS FOR THE DELICATESSEN MARKET.

Results Expected: SALES INCREASE BY 5%

Activity: DEVELOP NEW CHANNELS OF DISTRIBUTION OTHER THAN IMPORTERS: WHOLE-SALERS, RETAILORS, ETC.

Results Expected: SALES INCREASE BY 5%

Comp. Murphy FPI