

Mission: 341 Cairo

Market: 564 Arab Republic of Egypt

Key Subsector: 021 Fish and Shellfish and Other Products

Egypt is one of the few commercial markets available for underutilized species such as mackerel and Pacific hake. Fish is imported whole, frozen and sold at retail by the Egyptian Fish Marketing Company. Actual imports are determined by the State Budget which provides for some 40,000 tonnes of fish imports annually, of which amount 25,000 tonnes is allocated to the USSR under a bilateral arrangement. The residual 15,000 tonnes is allocated by tender.

Specific Product Opportunities: Current Imports (\$CDN)

Frozen fish (mackerel, hake) \$100 M

Post Comments re Marketing Approach:

Post notes the following reasons for relative lack of Canadian fish exports to Egypt to date:

- 1) Non-competitive pricing - Canadian C.I.F. prices are not competitive with European mackerel producers. (July 1988 - U.S. \$547/tonne C.I.F.) Europe lands mackerel for about 7¢/lb whereas Canadian inshore landings are 20-25¢/lb. Europeans also have a comparative advantage in terms of lower transportation costs given their geographic proximity. Egyptian authorities rely heavily on INFOPECHE to judge the validity of foreign bids.
- 2) Competitors in the market offer fish that has been frozen-at-sea which provides a perceived comparative advantage in terms of product quality.