

POST OBSERVATIONS

The Post in Madrid has again selected fisheries, sea products and services sector as a priority area for export market development activities for 1993/94. Each year Canadian posts around the world provide summaries in synopsis form of their work-plans for the upcoming fiscal year. The purpose of the synopsis is to provide those engaged in the process of promoting exports from Canada the means to obtain condensed market data and information on export opportunities at an early stage in the planning process. Submissions from the Canadian Embassy in Madrid, Spain are summarized below.

Market Data	Two Years Ago	One Year Ago	Current Year	Next Year
Market Size	2522.49 \$M	2988.48 \$M	3526.00 \$M	3878.00 \$M
Canadian Exports	8.47 \$M	15.70 \$M	17.00 \$M	15.00 \$M
Market Share	0.33 %	.52 %	.48 %	.39 %

The Canadian Embassy in Madrid has estimated that the cumulative export potential for Canadian products in the fishery sector to be between \$30-\$60 million.

Major Competitors

EEC	20.00 %
Morocco	3.00 %
Argentina	3.00 %
Chile	2.00 %
Iceland	2.00 %

The Post in Madrid notes that the Canadian seafood export market share in Spain is well established and growing. Key factors contributing to the current successful Canadian fisheries exports include: 1) import restrictions are not a significant impediment in this sector; 2) aggressive marketing; 3) trade fair activity; 4) strong sectoral capability in Canada; and, 5) a growing interest on the part of Spanish importers. However, key factors for Canadian fisheries exports not reaching market potential include: 1) lack of promotion and advertising; 2) a limited appreciation and understanding of the distribution system; 3) market prospects have not been adequately explored; and, 4) an indifference to Spanish potential.

For fiscal year 1993/94, the mission in Madrid will carry out the following approved fairs and missions: 1) an outgoing fisheries mission from Spain to Canada in the fall of 1993 in an attempt to increase the export of Canadian fish products; and, 2) participation in Alimentaria-International Food Fair in Barcelona, March 1994, to increase awareness in Canadian consumer food items.