

POST OBSERVATIONS

The Canadian Embassy in Stockholm has again selected the fisheries, sea products and services sector as a priority area for export market development activities for 1994. 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 with 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 Stockholm relating to the fisheries and seafood sector are summarized below.

Market Data	Two Years Ago	One Year Ago	Current Year	Next Year
Market Size	548.50 \$M	556.40 \$M	564.00 \$M	566.00 \$M
Canadian Exports	30.60 \$M	27.50 \$M	28.00 \$M	28.50 \$M
Market Share	5.60 %	4.90 %	5.00 %	5.00 %

The Canadian Embassy in Stockholm has estimated that the cumulative three-year export potential for Canadian products in the fishery sector to be \$60-\$100 million. Major competing suppliers to the Swedish market are Norway (31.0%), Denmark (20.0%), USA (6.0%), and the Netherlands (5.2%). The Post in Stockholm notes that the Canadian seafood export market share in Sweden 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) competitive pricing; 3) Canada is one of the few sources of supply; and, 4) a strong sectoral capability in Canada. However, a key factor for Canadian fisheries exports not reaching market potential is a lack of supply.

The Canadian Embassy in Stockholm has identified twelve seafood products for which it believes there are good prospects for Canadian seafood exporters, as listed below.

1. Shrimp IQF, cooked, shell-on
2. Shrimp IQF, cooked, shell-off
3. Pacific salmon, frozen
4. Lobster, cooked, frozen
5. Grey sole & other flatfish, skin/boneless, IQF & layer
6. Live lobster
7. Greenland halibut, skin/boneless, IQF or layer
8. Eels, gutted, frozen
9. Lobster meat, tails etc., frozen/canned
10. Underutilized/common fillets, skin/boneless, IQF
11. Fish roe and caviar
12. Herring, Atlantic, barrelled fillets, vinegar, cured/cut