

POST OBSERVATIONS

The Canadian High Commission in London has again selected the 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 High Commission are summarized below, but statistics for canned salmon are not included in the following figures.

Market Data	Two Years Ago	One Year Ago	Current Year	Next Year
Market Size	900.00 \$M	1100.00 \$M	1100.00 \$M	1100.00 \$M
Canadian Exports	30.00 \$M	41.00 \$M	30.00 \$M	35.00 \$M
Market Share	3.30 %	3.70 %	2.72 %	3.10 %

The High Commission has estimated that the cumulative export potential for Canadian products in the fishery sector to be greater than \$100 million.

Major Competitors

Iceland	30.00 %
Norway	10.00 %
Denmark	6.00 %
Netherlands	3.00 %
India	3.00 %
Ireland	3.00 %

The High Commission in London notes that the Canadian seafood export market share in the United Kingdom is small but stable. Key factors for Canadian fishery exports not reaching market potential include: 1) import restrictions are a significant impediment in the fisheries sector; and, 2) generally weak promotion and advertising efforts by Canadian exporters.

For 1993-94, the High Commission in London plans to carry out the following activities: 1) continued liaison with UK purchasers for improved contacts with Canadian suppliers and resultant sales; 2) hold lobster promotions under the Canada Food Promotion Program for continued growth in sales; and, 3) hold a major lobster promotion campaign with the Canadian Atlantic Lobster Promotion Association (CALPA) for expanded sales and establishment of a higher profile for Canadian lobster products.