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## NOTICE TO READERS

The recent and current removals of numerous seafood products from South Korea's restricted imports list sets the stage for the opening of a range of new opportunities for Canadian fish exporters. This document has been prepared with a view to providing Canadian fish and seafood exporters with basic information on the South Korean market. The report identifies market opportunities of potential interest to Canadian seafood exporters and provides data on the socio-economic characteristics of the South Korean economy, such as population, land area, standards, language, business travel and political structure. Information on the domestic South Korean market includes data on demand, supply, imports, distribution channels, marketing opportunities, domestic industries, transportation, consumption habits and other material relevant to the South Korean market.

Various market access factors are identified in the report. They include documentation, inspections, packaging, labelling and regulations. A section of the report deals with modes of transportation in South Korea. Lists of the major fish and seafood importers/distributors/users in South Korea (p.12), International Trade Centres (p.20) across Canada and the Geographic Trade Divisions at External Affairs and International Trade Canada (p.19), are provided as contact points for Canadian seafood exporters interested in the South Korean market. In addition, a list of the major trade contacts for Canada-South Korea trade relations are provided as a source of information for doing business with South Korea.

Care has been taken to ensure the accuracy of the information in this guideline at the time of preparation. However, prudent **Canadian fish and seafood exporters are advised to check all relevant details with their commercial contacts and to adhere strictly to the specifications set by South Korean importers and authorities.**

This report is one in a series of "Country Guidelines" being prepared by the Agri-Food, Fisheries and Resources Division of External Affairs and International Trade Canada. Any questions about this report, or other current or upcoming country guidelines, should be directed to the Agri-Food, Fisheries and Resources Division (TAA), International Marketing Bureau of External Affairs and International Trade Canada at 125 Sussex Drive, Ottawa, Ontario. [Tel:(613) 995-1712, Fax:(613) 943-1103].

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