

## EXECUTIVE SUMMARY

The information contained in this Global Market Opportunities Review was gathered from a wide variety of sources. The majority of the information however, was collected through a questionnaire survey that was completed by selected Canadian Trade Commissioners operating in Canadian Embassies and High Commissions. It is hoped that this market information will assist Canadian exporters in their short and long term strategic decision making.

This review covers countries that are believed to be promising markets for Canadian beef exports. For each of the 39 countries that are reviewed, information regarding market opportunities, trade statistics, and market constraints is detailed. Contact lists (related associations, importers, government contacts etc.) are included for each country as well as in Appendix B to encourage and facilitate further communication.

Certain countries that are major competitors in the beef export trade industry (Australia, New Zealand, Brazil, Argentina etc.) are also included in this report.

Although the U.S.A. is the largest market for Canadian beef, this report focuses on export markets other than the U.S. Relatively speaking, the U.S. market is well understood by the industry and there is a wealth of information already available for this important market.

Japan, South Korea, Taiwan, Hong Kong and Singapore have all been identified as promising export markets. Given the dynamic nature of the trading environment the definition of a market opportunity differs from country to country. Market opportunities may occur in the form of price fluctuations and spot shortages (as is the case in Philippines and the Czech Republic) or they may be of a longer term nature as is the case with Russia and the Ukraine, because of infrastructure concerns and currency problems. It is important however, to recognize the long term potential of these markets.

Similarly, due to the current ban on growth promotants (growth hormones) the European Community countries have imported little Canadian beef in the past few years. Nevertheless, it is important to consider the size and longer term potential this market may offer.

Of particular interest to Canadian beef exporters are sustainable niche markets. For example, some of the opportunities identified include: the Halal market in Malaysia, Iran and Kuwait; the food service industry in Cuba, Indonesia, Singapore and Thailand that caters to international tourists; top quality chilled cuts for the sophisticated Japanese consumers; and high quality lean cuts for the Mexican market.

While each country profile is unique in terms of their opportunities and constraints for beef exports, there are several important issues, common throughout the report, that characterize the beef export industry as a whole. For example, many of the country profiles express an increasing demand for more value added beef products (convenience packaging, lean and well