

**Mission:** Kuala Lumpur      **Market:** Malaysia

**Sector:** Fisheries, Sea Products & Services

**Sub-Sector:** All Sub-Sectors

<b><u>Market Data</u></b>	<b>2 Years Ago</b>	<b>1 Year Ago</b>	<b>Current Year (Estimated)</b>	<b>Next Year (Projected)</b>
Market Size	238.40\$M	243.20\$M	251.00\$M	258.00\$M
CDN Exports	0.90\$M	1.20\$M	1.30\$M	1.60\$M
Market Share	0.4%	0.5%	0.5%	0.6%

**Cumulative 3 Year Export Potential for  
Canadian Products in this Sector/Sub-Sector**      3-5\$M

**Major Competing Countries**      **Market Share**

Thailand	30.0%
Indonesia	7.0%
Japan	7.0%
India	3.0%
Taiwan	2.0%
Chile	2.0%

**Current Status of Canadian Exports  
in this Sector/Sub-Sector:**      Small but expanding.

**Specific Product Opportunities:**

1. Salmon, Fresh and Smoked
2. Sardines, Frozen and Canned
3. Squid, Sundried
4. Crab, Canned
5. Tuna, Canned

**For Further Information:**

Canadian High Commission  
Plaza MBF, 7th Floor,  
P.O. Box 10990,  
50450 Kuala Lumpur,  
Malaysia  
Tel: (011-60-3) 261-2000  
Telex: 30269  
Fax: (011-60-3) 261-3428  
Mr. M. L. MacDonald  
Counsellor (Commercial)

Asia Pacific South Trade  
Development Division (PST)  
Tel: (613) 995-7659  
Telex: 053-3745  
Ms. M. McCormack

Fisheries Division (TAF)  
Tel: (613) 995-1712  
Telex: 053-3745