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## NOTICE TO READERS

The Canadian Embassy in Stockholm has identified the fisheries sector as a priority sector for export promotion in the past. This points to the existence of particular opportunities which Canadian seafood exporters are encouraged to pursue. This document has been prepared with a view to providing Canadian fish and seafood exporters with basic information on the Swedish market. The report identifies market opportunities of potential interest to Canadian seafood exporters and provides data on the socio-economic characteristics of the Sweden economy, such as population, land area, standards, language, business travel and political structure. Information on the domestic Swedish market includes data on demand, supply, imports, distribution channels, marketing opportunities, domestic industries, market access, transportation, and consumption habits in Sweden.

Various market access factors are identified in the report. They include documentation, inspections, packaging, labelling, marketing tips and regulations. A section of the report deals with modes of transportation in Sweden. The International Trade Centres (p.20) across Canada, and the Geographic Trade Divisions in the Department of Foreign Affairs and International Trade (p.19), are provided as contact points for Canadian seafood exporters interested in the Swedish market. In addition, a list of the major trade contacts for Canada-Sweden trade relations are provided as a source of information for doing business with Sweden.

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 requirements and regulations set by Sweden importers and authorities.**

This report is one in a series of "Country Guidelines" being prepared by the Sectoral Liaison Secretariat (TOSA), Department of Foreign Affairs and International Trade. Any questions about this report, or other current or upcoming country guidelines, should be directed to the Sectoral Liaison Secretariat (TOSA) at 125 Sussex Drive, Ottawa, Ontario. [Tel:(613) 995-1712, Fax:(613) 943-1103]. This document is also available through FAXLINK at (613) 944-4500.

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