

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: LATIN AMERICA-CARIBBEAN

Mission: 637 SAO PAULO

Market: 047 BRAZIL

Sector: 002 FISHERIES, SEA PRODUCTS & SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	60.00M	\$ 55.00M	\$ 35.00M	\$ 30.00M
Canadian Exports \$	2.00M	\$ 0.80M	\$ 0.65M	\$ 0.60M
Canadian Share of Import Market	3.30%	1.50%	2.80%	2.00%

Major Competing Countries

Market Share

i) 410 NORWAY	050 %
ii) 405 ICELAND	020 %
iii) 068 CHILE	015 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) COD FISH	\$ 30.00 M
ii) SMOKED SALMON	\$ 5.00 M
iii) SPECIALTY PRODUCTS	\$ 10.00 M

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
TARIFFS VARY WIDELY DEPENDING ON PRODUCT AND CAN BE MAJOR IMPEDIMENT.