

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Sector : FISHERIES, SEA PRODUCTS & SERV.

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	2240.00 \$M	2296.00 \$M	2352.00 \$M	2412.00
Canadian Exports	178.00 \$M	183.00 \$M	187.00 \$M	192.00
Canadian Share of Market	8.00 %	8.00 %	8.00 %	8.00

Cumulative 3 year export potential for
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	75.00 %
MEXICO	3.00 %
ECUADOR	3.00 %
TAIWAN	2.00 %
JAPAN	1.00 %
KOREA	1.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. FRESH FISH
2. SHELLFISH

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Canada is one of few sources of supply
- Strong sectoral capability in Canada