

NOTICE TO READERS

In its 1992/93 post plan, the Canadian Embassy in Berne, has identified "fish, shellfish and other products" as a priority sector for market development activities during the current fiscal year. This report is organized around information provided by the Embassy in the post plan. It identifies market opportunities of potential interest to Canadian seafood exporters and provides data on the socio-economic characteristics of the Swiss economy, such as population, land area, currency, standards, language, religion and political structure. Information on the Swiss fishery includes data on resources, management, landings, imports, and Swiss aquaculture.

Various market access conditions are identified. They include documentation, prices and terms, credit, tariffs, licensing, inspections, packaging, labelling and regulations. A section of the report deals with various modes of transportation in Switzerland. The final section documents the observations on the Swiss seafood market provided by the Canadian Embassy in Berne. Lists of the major seafood importers in Switzerland, **International Trade Centres** (p.32) across Canada and the **Geographic Trade Divisions** at External Affairs and International Trade Canada (p.31), are provided to assist Canadian seafood exporters interested in the Switzerland market.

Care has been taken to ensure the accuracy of the information in this guideline at the time of preparation. However, prudent **Canadian fish exporters are advised to check all relevant details with their commercial contacts and to adhere strictly to the specifications set by Swiss importers and authorities.**

This report is one in a series of "Country Guidelines" being prepared by the Agri-Food, Fisheries and Resources Division of External Affairs and International Trade Canada. The report was prepared and identified as a project under the Atlantic Fisheries Adjustment Program. Any questions about this report, or other current or upcoming country guidelines, should be directed to the Agri-Food, Fisheries and Resources Division (TAA) of External Affairs and International Trade Canada at 125 Sussex Drive, Ottawa, Ontario. [Tel:(613) 995-1712, Fax:(613) 943-1103].

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