FISH AND CRUSTACEANS

A survey of the market for Fish and Crustaceans in Denmark

The Danish Import Promotion Programme DIPP offers free services to exporters in developing countries in terms of contact mediation to Danish importers and market information about the Danish market. DIPP is operated by The Danish Chamber of Commerce and financed by The Danish International Development Assistance, DANIDA

June 2005

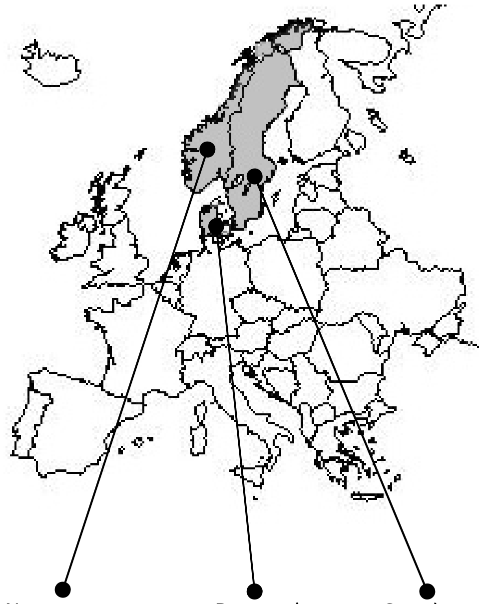
The Scandinavian Market

There are many similarities among the Scandinavian countries with regard to culture, language, political and social systems etc. Also when it comes to consumer behaviour and product preferences you find many similarities.

When entering one of the Scandinavian markets it therefore might be relevant to consider the possibilities in the other Scandinavian countries as well.

All Scandinavian countries have import promotion facilities. Below you will find a short presentation of the import promotion organisations in Denmark, Norway and Sweden.

Inhabitants:	Denmark	5.4 million
	Norway	4.6 million
	Sweden	9.1 million



Denmark

The Danish Import Promotion Programme (DIPP) is integrated in the Danish Chamber of Commerce and operates under a contract between The Danish International Development Assistance (DANIDA) and the Danish Chamber of Commerce.

The objective of DIPP is to assist exporters/producers in Africa, Asia and Latin America to enter the Danish market.

At DIPP's website www.dipp.eu you can read more about DIPP and its activities, download or order market information material regarding the Danish market or register your business offer to be advertised on the website.

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Norway

The Norwegian Office for Import Promotion (OIP) operates under a contract between HSH
(The Federation of Norwegian Commercial and Service Enterprises) and NORAD (Norwegian Agency for Development Cooperation). HSH OIP is integrated in HSH - but is fully sponsored by NORAD.

From the website www.hsh-org.no you can read more about HSH.
HSH OIP promotes imports from developing counries. www.hsh-org.no gives access to a database where suppliers in developing countries interested in the Norwegian market can register. Studies of the Norwegian market for specific sectors can be downloaded from the website.

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Sweden

Within the trade promotion programme of the Swedish Chambers assistance is provided to exporters from Africa, Asia and Latin America. The overall aim of the programme is to contribute to sustainable economic growth in developing countries by strengthening the capacity and competitiveness of exporters.

From the website www.cci.se/trade you can learn more about the programme, download or order market reports as well as register your business inquiry free of charge in the database Chamber Trade (www.chambertrade.com).

The prgramme is funded by the Swedish International Development Co-operation Agency (Sida) and the Swedish Chambers of Commerce.

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DIPP

The Danish Import Promotion (DIPP) Programme operates in accordance with an agreement between the Danish Chamber of Commerce and The Danish International Development Assistance (Danida). The office is situated in the Chamber of Commerce but is financed by Danida.

The aim of DIPP is to provide service to exporters in the developing countries in their endeavours to enter the Danish market. The office can assist with market information and with establishing contacts to Danish importers. Business offers are published free of charge at DIPP's website (www.dipp.eu).

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MAP OF DENMARK

The European Union:

Austria	Ireland
Belgium	Italy
Denmark	Luxemburg
Finland	Netherlands
France	Portugal
Germany	Spain
Great Britain	Sweden
Greece	Slovakia
Cyprus	Lithuania
Czech Republic	Malta
Estonia	Poland
Hungary	Slovenia
Latvia	

Facts about Denmark

Area: 43,095 sq. kilometers
Population: 5,411,405
Capital: Copenhagen: 1.5 million inhabitants
Language: Danish
Business Language: English
Government: Democracy
GDP (2004): Euro 194,680 million
GDP per capita (2004): Euro 35,976
Currency: Krone, DKK (1 DKK = 100 øre)

Exchange Rate: **Euro:** 1 EUR = 7.43 DKK
US$: 1US$ = 6.06 DKK
(June 7 2005)
Time Zone: Central European Time Zone
One hour ahead of GMT
Business Hours: Monday to Friday
9.00 a.m. to 5.00 p.m.
Weight and Measures: The Metric System
Climate: 4 seasons: spring, summer, autumn, and winter
Member of International Organizations:
EU, NATO, WTO, OECD, UN

Other Large Cities:
Aarhus: 500,000 inhabitants
Odense: 200,000 inhabitants
Aalborg: 160,000 inhabitants

Distances
Copenhagen – Aarhus: 300 kilometers
Copenhagen – Odense: 165 kilometers
Copenhagen – Aalborg: 400 kilometers

Public Holidays, 2005:

New Year's Day	January 1
Maundy Thursday	March 24
Good Friday	March 25
Easter Monday	March 28
Prayer Day	April 22
Ascension Day	May 5
Whitsunday	May 15+16
Constitution Day	June 5
Christmas Eve	December 24
Christmas Day	December 25
Boxing Day	December 26

1. Introduction to Denmark

Standard of Living

With a high GDP per capita as well as a highly prioritized welfare system, the Danish standard of living is among the highest in the world. Income is evenly distributed among the population and, normally, both men and women work full time.

Membership of the EU

As a member of the EU, Denmark enjoys open market access to the other EU countries. Within the EU a Customs Union has been formed, allowing goods to move freely across borders without customs or taxes. For non-EU countries, however, specific rules apply regarding goods entering the Customs Union (please refer to chapter 7 “Customs Duty and Import Regulations”). By May 1st 2004 the EU was expanded with the following 10 countries: Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovenia, and Slovakia.

Denmark also enjoys membership of international organizations such as the OECD and the WTO and is traditionally striving to actively remove obstacles to free trade within these frameworks.

General Trade Figures

The Danish economy is highly dependent on trade with other countries due to the country's size and location in one of the world’s most dynamic regions.

More than two thirds of the Danish foreign trade is carried out with other EU countries. With regard to total imports to Denmark in 2004, imports from other EU countries accounted for 72.3 percent. Other European countries accounted for 9.2 percent, Asia and Oceania accounted for 11.8 percent, the Americas for 5.8 percent, and only 0.9 percent of total imports came from Africa.

Industrial Pattern

Small and medium sized companies characterize the Danish industry. Compared to other industrialized countries, even the largest Danish companies are -with few exceptions- only medium sized.

Except for heavy industries such as mining, car and plane industries etc., practically all business sectors exist in Denmark. Due to an increasing specialization, division of tasks, and seasonality, however, a large range of products is also imported to Denmark. The Danish industry is mainly constituted of light manufacturing and reprocessing, and production is often characterized by a high degree of specialization in a particular, well-defined field. Products, which have made Denmark known internationally, are primarily meat and dairy products, pharmaceuticals, furniture, beer, electronic products and advanced metal industry.

Infrastructure

The Danish infrastructure is highly developed. The road network is of high standard, the railway system connects almost every town with more than 10,000 inhabitants, there are many easily accessible harbours, and Denmark has several domestic airports. Copenhagen Airport is the largest airport in Northern Europe being served by most international carriers. Ferries, tunnels and a number of bridges interconnect the islands of Denmark and furthermore, a bridge connects Denmark to Sweden (see map on page 3).

Means of communication are excellent as well. The postal service is efficient and reliable, and telephone, fax service and Internet access are widely available throughout the country.

Climate

The Danish climate consists of four seasons: spring, summer, autumn and winter. The average temperature in July ranges from 12 to 20 degrees Celsius, opposed to the average temperature of January, which ranges from –3 to +2 degrees Celsius. Some snow can be expected from December to March, and rainfall is common with about 700 mm precipitation annually.

Households

In 2003 the average Danish household spent approximately DKK 1,200 on fish and fish products.

Visitor's Visa

For visitors from overseas countries a visa is usually required to visit Denmark. A letter of invitation from the Danish business partner will often help in obtaining the visa. The exporter must apply for a visa at the Danish Embassy or Consulate in his or her home country. The visa issued will usually be for entry into the Schengen Area as a whole.

2. Market Definition

This market survey covers fish and shellfish.

In order to avoid misunderstandings the classification of fish and crustaceans in this market brief will be based on the Combined Nomenclature. The Combined Nomenclature (CN) is the 8-digit trade classification system used by the European Union for tariff purposes. The system is directly linked to the 6-digit Harmonized System (HS) used by the vast majority of trading nations throughout the world.

Fish and shellfish fall under chapter 03 and 16, subheadings 03 to 07 of the Combined Nomenclature. The main product groups within these categories are: Salmon, Tuna, Crab and Lobster, Shrimps and Prawns, Molluscs and finally Cephalopods. More specifically, the CN codes that will be covered in this market brief are:

CN Codes	CN Code Classification of Fish and Crustaceans
	Salmon
03031000	Frozen Pacific salmon 'oncorhynchus'
03032200	Frozen Atlantic salmon 'salmo salar' and Danube salmon 'hucho hucho'
03041013	Fresh or chilled fillets of Pacific salmon 'oncorhynchus', Atlantic salmon 'salmo salar' and Danube salmon 'hucho hucho'
03042013	Frozen fillets of Pacific salmon 'oncorhynchus', Atlantic salmon 'salmo salar' and Danube salmon 'hucho hucho'
	Tuna
03034390	Frozen skipjack or stripe-bellied bonito (excl. for industrial processing or preservation)
03042045	Frozen fillets of tuna 'thunnus' and of fish of the genus 'euthynnus'
16041411	Prepared or preserved tunas and skipjack, whole or in pieces, in vegetable oil (excl. minced)
16041418	Tunas and skipjack, prepared or preserved (excl. minced and loins and such products in vegetable oil)
16042070	Prepared or preserved tunas, skipjack or other fish of genus euthynnus (excl. whole or in pieces)
	Crab and Lobster
03061490	Frozen crabs, whether in shell or not, incl. crabs in shell, cooked by steaming or by boiling in water (excl. 'paralithodes camchaticus, chionoecetes', 'callinectes sapidus' and' cancer pagurus')
16051000	Crab, prepared or preserved
16053090	Lobster, prepared or preserved (excl. lobster meat, cooked, for the manufacture of lobster butter or of lobster pastes, pates, soups or sauces)
	Shrimps and Prawns
03061310	Frozen shrimps and prawns of the pandalidae family, whether in shell or not, incl. shrimps and prawns in shell, cooked by steaming or by boiling in water.
03061350	Frozen shrimps of the genus 'penaeus', whether in shell or not, incl. shrimps in shell, cooked by steaming or by boiling in water.
03061380	Frozen shrimps and prawns, whether in shell or not, incl. shrimps and prawns in shell, cooked by steaming or by boiling in water (excl. 'pandalidae', 'crangnon', deepwater rose shrimps 'parape Naeus longirostris' and shrimps of the genus 'penaeus'.
16052010	Shrimps and prawns, prepared or preserved, in airtight containers.
16052091	Shrimps and prawns, prepared or preserved, in immediate packings of a net content of

	‹ 2 kilos (excl. shrimps and prawns in airtight containers).
16052099	Shrimps and prawns, prepared or preserved, in immediate packings of a net content of › 2 kilos (excl. shrimps and prawns in airtight containers).
	Molluscs
03072990	Scallops, incl. queen scallops, of the generan pecten, chlamys or placopecten, frozen. dried, salted or in brine, with or without shell (excl. coquilles St. Jacques 'pecten maximus')
03073910	Mussels 'mytillus', frozen, dried, salted or in brine, with or without shell
03079913	Striped venus and other 'veneridae', with or without shell, frozen
16059011	Mussels of the species mytilus and of the species perna, prepared or preserved, in airtight containers
16059019	Mussels of the species mytilus and of the species perna, prepared or preserved (excl. mussels in airtight containers
	Cephalopods
03074918	Frozen cuttlefish 'sepia officinalis' and 'rossia macrosoma', with or without shell
03074931	Frozen squid 'loligo vulgaris', with or without shell
03074938	Squid 'loligo', frozen (excl. loligo vulgaris, pealei and patagonica)
03075910	Frozen octopus 'octopus', with or without shell
03079911	'Illex', with or without shell, frozen

When exporting to countries within the EU, it is necessary to state the exact CN number of the specific category of fish. More information and details on the Combined Nomenclature is available on http://europa.eu.int/comm/taxation_customs.

3. Market Analysis

Market size

Due to statistical survey methods it is not possible to make an accurate calculation of the size of the Danish market for fish and crustaceans. The data retrievable on Denmark's own landings only concern fish that have not been undergoing any form of processing, as opposed to data on imports and exports, which only account for processed products. This makes the data unsuitable for comparison, since the value of unprocessed products only represents a fraction compared to products, which have been undergoing value-adding processes and may have passed through several intermediaries. Nonetheless, in line with the focus of this market brief, the most important data concern imports, and from table 3.1 trends can be derived on the size and development of the Danish market for fish and crustaceans. Imports have seen a quite stable development since 2000 except from a rather significant peak in 2001. However, besides being a small market in terms of population, Danes are still among the Europeans with the lowest consumption of fish products.

Table 3.1

Market Size, Developments 2000-04, EUR 1,000					
	2000	**2001**	**2002**	**2003**	**2004**
Own landing (non-processed)	186,760	223,303	220,101	255,548	266,762
Export (processed)	510,623	548,110	535,403	555,546	531,665
Import (processed)	417,304	435,771	403,488	414,878	391,050
Developing countries share of import (processed)	41,246	65,690	41,751	41,788	42,345
Source: Statistics Denmark					

Imports

Although being among the largest fishing nations in Europe, the imports of fish and crustaceans to Denmark are considerable. Fish products are imported either because of their price competitiveness compared to Danish products, because of limited access to certain types of fish due to Denmark's geographical location, or they are imported for value-adding processing and re-export to other countries. The following table presents the countries that constitute close to all imports to Denmark.

Table 3.2

Top Exporting Countries to the Danish Market 2000-2004 (EUR 1,000)						
Country	2000	2001	2002	2003	2004	Share of imports in percent
Greenland*	147,713	149,441	183,579	173,472	159,294	40.7
Canada	79,227	76,108	52,178	68,290	74,830	19.1
Faroe Islands*	30,662	48,651	33,995	40,989	30,984	7.9
Norway	39,232	29,079	22,923	28,161	24,518	6.2
Iceland	27,982	21,266	18,785	20,624	17,744	4.5
Germany	10,086	10,315	10,708	9,660	12,578	3.2
Chile	8,158	26,813	10,907	10,814	12,077	3.1
Sweden	1,916	2,509	5,127	5,099	7,176	1.8

UK	11,912	9,833	10,512	8,560	6,661	1.7
Thailand	8,761	8,569	8,791	7,868	6,179	1.6
Malaysia	5,517	6,862	5,228	5,293	4,724	1.2
Indonesia	5,247	5,783	3,383	3,952	3,609	0.9
The Netherlands	6,731	4,042	4,914	4,094	3,537	0.9
Belgium	1,373	1,174	1,963	2,695	3,518	0.9
Bangladesh	2,805	3,881	1,915	3,432	3,370	0.9
Spain	3,009	3,044	3,317	2,825	2,778	0.7
China	594	1,447	297	308	2,133	0.5
India	1,230	1,669	1,814	1,413	1,956	0.5
Total	**392,165**	**410,497**	**380,346**	**397,558**	**377,675**	**96.6**
All countries	**417,304**	**435,771**	**403,488**	**414,878**	**391,050**	**100**
Percentage of all countries	**94**	**94**	**94**	**96**	**97**	

Source: Statistics Denmark

*Greenland and the Faeroe Islands have been included due to the huge percentage of the total import though they are a part of the Danish Kingdom

The above-mentioned countries cover more than 96 percent of the imports to Denmark while the last four percent can be divided up on multiple smaller exporters with a market share that can only be calculated in per thousands. Besides volatility in exports of individual countries, the countries on the list have shown a rather stable dominance over the market for imports in the five-year period.

Denmark's neighbours: Germany, Norway, Greenland, Faeroe Islands, Sweden, and Iceland have a market share of more than 65 percent. Canada is the second largest single exporter to Denmark and accounts for almost 20 percent of the total export. The list also contains a number of developing countries: Chile, China, Thailand, Malaysia, Bangladesh, India and Indonesia. However, these main exporting developing countries together do not account for more than six percent of total imports.

This market brief will narrow the focus to imports from developing countries only, instead of dealing with the whole market as such. Furthermore, due to a market difference between the types of fish and crustaceans imported from developing countries and those of the largest exporters mentioned above, only types relevant to developing countries will be subject to further investigation. Thus, the following table 3.3 presents the developing countries with largest exports of fish and crustaceans to Denmark from 2000-2004.

Table 3.3

Developing Countries with Largest Exports of Fish Products to Denmark (DKK 1,000)

Country	2000	2001	2002	2003	2004	Percentage change 2000-04	Share of imports in percent
Chile	8,158	26,813	10,907	10,814	12,077	48	28.5
Thailand	8,761	8,569	8,791	7,868	6,179	-29	14.6
Malaysia	5,517	6,862	5,228	5,293	4,724	-14	11.1
Indonesia	5,247	5,783	3,383	3,952	3,609	-31	8.5
Bangladesh	2,805	3,881	1,915	3,432	3,370	20	7.9
China	594	1,447	297	308	2,133	258	5.0
India	1,230	1,669	1,814	1,413	1,956	58	4.6
Ecuador	897	128	154	497	1,700	89	4.0
Colombia	2,878	3,389	3,656	2,669	1,593	-44	3.7
Vietnam	554	1,104	425	834	1,306	135	3.0
Philippines	642	561	2,014	1,015	1,097	70	2.5
Madagaskar	2,008	2,464	1,325	373	934	-53	2.2
Ghana	88	112	94	155	549	522	1.2
Seychelles	1,304	910	604	1,209	480	-63	1.1
I alt	**41,246**	**65,690**	**41,751**	**41,788**	**42,345**	**3**	**100**

Source: Statistics Denmark

For the last five years the market for fish and crustaceans from developing countries has been at a quite stable level except from 2001 where imports rose by 60 percent compared with 2000. On the individual country level there have been great fluctuations ranging from a 63 percent decrease in the import from the Seychelles to a 522 increase in the import form Ghana. This immense import increase is due to the relatively low level of import in 2000.

Fluctuations can often be related to increases in demand for certain types of fish. For instance, changes in prices on popular local types of fish will lead to the search for substitutes. Chile, for example, has earlier witnessed a tremendous rise in the demand for Pacific salmon, mainly due to increasing prices on Atlantic salmon. Fluctuations may also be caused by lack of compliance with EU regulations, which may prohibit the import of fish from certain areas. A few years ago, the finding of chloramphenicol in some fish products (especially in crayfish and shrimps) from Asian countries such as China, Thailand, Vietnam and Bangladesh has restricted the access to the EU. For more information on regulations, see chapter 6.

As mentioned, Chile has experienced an almost vertical increase in exports of salmon, making it the largest exporter among the developing countries. Besides salmon, Chile mainly exports shrimps and mussels. China has experienced a quite significant increase in exports especially from 2003-04.
China is the developing country exporting the greatest variety of fish and crustaceans; among these are crabs, shrimps, salmon, cod and octopus. Other South East Asian countries exporting to Denmark are Thailand, Malaysia, Indonesia, Bangladesh, Vietnam, Seychelles, and the Philippines. The main export articles from these countries are tuna, shrimps and, to some extent, octopus. The two African countries Madagascar and Ghana, which are also represented on the list, solely export tuna. Of the South American countries, besides Chile, Ecuador and Columbia solely export tuna as well.

Fish Products
Close to all exports of fish and crustaceans from developing countries to Denmark are included in the six categories: tuna, salmon, crab and lobster, shrimps and prawns, molluscs, and cephalopods. This section will treat each of these categories separately. Each category can be divided into multiple subcategories; for instance, tuna contains more than 25 subcategories in the CN classification systems. Therefore, only subcategories relevant for developing countries will be investigated in this market brief. For each category, it will be stated clearly which CN categories are subject for analysis.

Salmon

Salmon constitutes the leading product group exported to Denmark by developing countries. The Danish market for salmon is growing rapidly making it increasingly attractive for developing countries. All salmon imported to Denmark from these countries are included in the following four CN categories.

Table 3.4

CN Number	Description
03031000	Frozen Pacific salmon 'oncorhynchus'
03032200	Frozen Atlantic salmon 'salmo salar' and Danube salmon 'hucho hucho'
03041013	Fresh or chilled fillets of Pacific salmon 'oncorhynchus', Atlantic salmon 'salmo salar' and Danube salmon 'hucho hucho'
03042013	Frozen fillets of Pacific salmon 'oncorhynchus', Atlantic salmon 'salmo salar' and Danube salmon 'hucho hucho'

Source: Statistics Denmark

Developing countries exporting salmon to Denmark are: Chile, China and Thailand. These countries mainly supply salmon in frozen format.

Table 3.5 presents the development in the market for salmon. The market has seen a 20 percent increase over the last five years equivalent to two million kilos. This is due to the increased marketing of fish products and the easier access to salmon, especially in supermarkets. Another development concerns the developing countries' market share, which has increased from 13 to 31 percent. This owes especially to the fact that developing countries are competitive on price when compared to traditional suppliers such as Norway and Canada.

Chile has for the last five year been the developing country with the largest export of salmon to Denmark. The export has grown from 1,201,525 kilos in 2000 to 2,836,734 kilos in 2004 – an increase of 136 percent. Apart from Chile; China and Thailand are particularly strong in Pacific salmon. Among the developing countries China was the second largest exporter with 794,522 kilos, up from 50,614 – astonishing 1500 percent. Thailand is the third and last of the developing countries exporting salmon to Denmark and accounted for 42,660 kilos in 2004.

Table 3.5

Danish imports of salmon 2000-04, in kilos					
	2000	**2001**	**2002**	**2003**	**2004**
Total exports of salmon	10,023,556	14,989,858	8,001,374	9,189,713	12,022,048
Exports from developing countries	1,261,519	5,686,638	2,573,607	1,503,880	3,673,916
Developing countries' share in percent	13	38	32	16	31

CN categories: 03031000, 03032200, 03041013, 03042013

Source: Statistics Denmark

Tuna

Tuna is the second leading product group (in kilos) exported to Denmark by developing countries. Developing countries only supply tuna in frozen or canned format, while fresh and chilled tuna most often come from countries geographically closer to Denmark. The types of tuna exported to Denmark from developing countries are yellowfin, albacore, longfin, skipjack, and bonito. All tuna from developing countries are included in the five CN categories presented in the table below.

Table 3.6

CN Number	Description
03034390	Frozen skipjack or stripe-bellied bonito (excl. for industrial processing or preservation)
03042045	Frozen fillets of tuna 'thunnus' and of fish of the genus 'euthynnus'
16041411	Prepared or preserved tunas and skipjack, whole or in pieces, in vegetable oil (excl. minced)
16041418	Tunas and skipjack, prepared or preserved (excl. minced and loins and such products in vegetable oil)
16042070	Prepared or preserved tunas, skipjack or other fish of genus euthynnus (excl. whole or in pieces)

Source: Statistics Denmark

The developing countries exporting tuna to Denmark are: Thailand, Ecuador, Colombia, Philippines, Madagascar, Ghana, Seychelles, Vietnam, Senegal, Costa Rica, Papua New Guinea, Ivory Coast and Indonesia. In 2004 Thailand was the main exporter accounting for 1,916,881 kilos of tuna exports to Denmark, followed by Ecuador exporting 921,237 kilos, and ranking third was Colombia with 763,710 kilos.

Table 3.7 presents the development in the market for tuna (yellowfin, albacore, longfin, skipjack, and bonito) from 2000 to 2004. The fact that these species are very important for developing countries can also be seen from their market share of 78 percent. The table shows that the market for tuna has increased slightly in the five-year period. The market share of the developing countries has seen a small fall, whereas the amount in kilos imported has risen a fraction.

Table 3.7

Danish imports of tuna and bonito 2000-04, in kilos					
	2000	2001	2002	2003	2004
Total exports of tuna and bonito	6,304,981	6,307,258	6,957,275	8,424,113	7,207,602
Exports from developing countries	5,435,777	5,377,150	5,657,009	6,553,335	5,612,492
Developing countries' share in percent	86	85	81	78	78

CN: 03034390, 03042045, 16041411, 16041418, 16042070

Source: Statistics Denmark

Crab and Lobster

The market for crab and lobster has been more than halved in the last five years. While countries geographically close to Denmark export fresh or chilled crab and lobster, developing countries mainly export them as prepared or preserved. The exports to Denmark from developing countries are included in the three CN categories in table 3.8.

Table 3.8

CN Number	Description
03061490	Frozen crabs, whether in shell or not, incl. crabs in shell, cooked by steaming or by boiling in water (excl. 'paralithodes camchaticus, chionoecetes', 'callinectes sapidus' and 'cancer pagurus')
16051000	Crab, prepared or preserved
16053090	Lobster, prepared or preserved (excl. lobster meat, cooked, for the manufacture of lobster butter or of lobster pastes, pates, soups or sauces)

Source: Statistics Denmark

The developing countries exporting crab and lobster to Denmark are: China, Thailand, Vietnam, Chile and Argentina.

Table 3.9 presents the development in the market for crab and lobster. China and Thailand are the two main exporters to the Danish market – both exporting around 32,000 kilos. Third comes Vietnam with 14,440 kilos and fourth Chile with 6,960 kilos. Over the last three years the developing countries have increased their share of the total export three-fold to 77 percent. The market for crab and lobster therefore represents great opportunities for developing countries.

Table 3.9

Danish imports of crab and lobster 2000-04, in kilos					
	2000	2001	2002	2003	2004
Total exports of crab and lobster	251,929	718,059	224,209	54,145	110,942
Exports from developing countries	182,956	249,751	48,514	33,982	85,568
Developing countries' share in percent	73	35	22	63	77

CN: 03061490, 16051000, 16053090

Source: Statistics Denmark

Shrimps and Prawns

Shrimps and prawns represent a very large product group in the imports to Denmark. Even though, developing countries only cover a small percentage of total exports, it is still a market half the size of tuna and almost as large as salmon. The CN categories relevant for developing countries are listed below.

Table 3.10

CN Number	Description
03061310	Frozen shrimps and prawns of the pandalidae family, whether in shell or not, incl. shrimps and prawns in shell, cooked by steaming or by boiling in water.
03061350	Frozen shrimps of the genus 'penaeus', whether in shell or not, incl. shrimps in shell, cooked by steaming or by boiling in water.
03061380	Frozen shrimps and prawns, whether in shell or not, incl. shrimps and prawns in shell, cooked by steaming or by boiling in water (excl. 'pandalidae', 'crangnon', deepwater rose shrimps 'parape Naeus longirostris' and shrimps of the genus 'penaeus'.
16052010	Shrimps and prawns, prepared or preserved, in airtight containers.
16052091	Shrimps and prawns, prepared or preserved, in immediate packings of a net content of ‹ 2 kilos (excl. shrimps and prawns in airtight containers).
16052099	Shrimps and prawns, prepared or preserved, in immediate packings of a net content of › 2 kilos (excl. shrimps and prawns in airtight containers).

Source: Statistics Denmark

Greenland, Canada, Iceland, the Faeroe Islands, and Norway are the largest exporters of shrimps and prawns to Denmark. Greenland had the largest share in 2004 exporting 74,589,067 kilos, which was twenty three times more than exports from all developing countries put together. The developing countries only account for three percent of total exports, although the share has increased with almost 50 percent from 2000 to 2004.

The developing countries exporting to Denmark are: Malaysia, Indonesia, India, Bangladesh, Chile, Vietnam, Thailand and China. Malaysia was the largest exporter in 2004 with 1,084,552 kilos, followed by Indonesia with 577,030 kilos. It is clear that the market for shrimps and prawns is growing and the developing countries have been able to keep and even increase their market share.

Table 3.11

Danish imports of shrimps and prawns 2000-04, in kilos	2000	2001	2002	2003	2004
Total exports of shrimps and prawns	90,425,506	103,243,547	108,863,859	122,136,582	122,809,347
Exports from developing countries	2,187,900	2,809,327	2,254,125	2,630,444	3,164,038
Developing countries' share in percent	2	3	2	2	3

CN: 03061310, 03061350, 03061380, 16052010, 16052091, 16052099

Source: Statistics Denmark

Molluscs

The developing countries share of the exports of Molluscs (oysters, scallops and mussels) to Denmark has increased rather significantly over the last five year – from 4 percent in 2000 to 38 percent in 2004. This has happened under a declining market. Developing countries export molluscs in all types of format, except from fresh because of the geographical distance. Molluscs exported to Denmark from developing countries are all included in the five CN categories presented in the following table.

Table 3.12

CN Number	Description
03072990	Scallops, incl. queen scallops, of the generan pecten, chlamys or placopecten, frozen. dried, salted or in brine, with or without shell (excl. coquilles St. Jacques 'pecten maximus')
03073910	Mussels 'mytillus', frozen, dried, salted or in brine, with or without shell
03079913	Striped venus and other 'veneridae', with or without shell, frozen
16059011	Mussels of the species mytilus and of the species perna, prepared or preserved, in airtight containers
16059019	Mussels of the species mytilus and of the species perna, prepared or preserved (excl. mussels in airtight containers

Source: Statistics Denmark

The country exporting most molluscs to Denmark in 2001 was Greenland with 576,311 kilos followed by Chile, Germany and Thailand. While there is a lot of developing countries exporting molluscs to a wide variety of EU countries, only Chile, Thailand and Vietnam export molluscs to Denmark. Chile exported 525,545 kilos, followed by Thailand with 165,612 kilos and China with 18,000 kilos. As mentioned above the export from developing countries has risen from 34,208 kilos in 2000 to 709,157 kilos in 2004 – more than twenty times the amount, which makes the market increasingly interesting for these countries.

Table 3.13

Danish imports of molluscs 2000-04, in kilos					
	2000	2001	2002	2003	2004
Total exports of molluscs	814,037	1,306,877	1,563,398	3,152,797	1,850,763
Exports from developing countries	34,208	86,929	499,072	1,771,212	709,157
Developing countries' share in percent	4	7	32	56	38

CN: 03072990, 03073910, 03079913, 16059011, 16059019

Source: Statistics Denmark

Cephalopods

Cephalopods (octopus, cuttlefish, and squid) are a very important product group for developing countries. Cephalopods are all exported in frozen format and include the following CN categories.

Table 3.14

CN Number	Description
03074918	Frozen cuttlefish 'sepia officinalis' and 'rossia macrosoma', with or without shell
03074931	Frozen squid 'loligo vulgaris', with or without shell
03074938	Squid 'loligo', frozen (excl. loligo vulgaris, pealei and patagonica)
03075910	Frozen octopus 'octopus', with or without shell
03079911	'Illex', with or without shell, frozen

Source: Statistics Denmark

The largest exporters of the cephalopods are Thailand, Spain, and New Zealand. Among the developing countries exporting cephalopods, besides Thailand, are Vietnam, India, China, Philippines and Malaysia. Thailand exported 779,037 kilos, followed by Vietnam with 118,490 kilos, and India with 40,610 kilos. As table 3.15 shows the market for cephalopods is growing, and except from a small decline in the percentage, the developing countries are able to keep their market share. The market for cephalopods is becoming an ever more interesting market for developing countries.

Table 3.15

Danish imports of cephalopods 2000-04, in kilos					
	2000	2001	2002	2003	2004
Total exports of Cephalopods	1,470,327	1,859,700	3,590,182	1,815,507	1,728,979
Exports from developing countries	973,992	1,065,603	1,206,548	1,040,863	986,881
Developing countries' share in percent	66	57	34	57	57

CN: 03074918, 03074931, 03074938, 03075910, 03079911

Source: Statistics Denmark

Other Types of Fish

The six categories of fish and crustaceans described above constitute a very high proportion of imports to Denmark from developing countries, but although not enjoying similar dimensions, other types of fish are also relevant for export. Sardines, hake, swordfish, flounder, trout, eels, redfish, pollak, monkfish, surimi and cod are all examples of types of fish that are imported from developing countries.

Market Structure

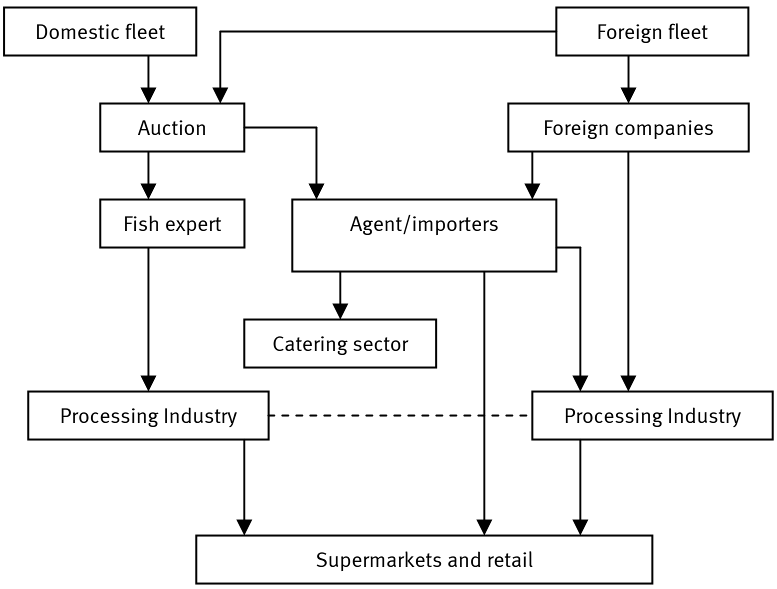
Approximately 200 – 250 importers and exporters of fish products operate in Denmark. This number covers all types of importers and exporters –from a one-man company that operates on seasonality to the highly professional company employing hundreds of people all year round. Several of these companies act as importers as well as exporters.

Imports of fish and crustaceans from developing countries to the Danish market are primarily carried out by three groups of importers: Danish importers that distribute the fish products to all links further down the Danish distribution chain; wholesalers that import fish products and sell these to manufacturers or retailers; and finally manufacturers that import fish products for further processing in Denmark. Generally, Danish retailers and catering organizations do not import directly from developing countries. As a consequence, fish products often pass through different trade channels before reaching their final destination. Most fish products from developing countries are imported frozen or in cans, and is then processed or re-packed in Denmark before reaching the end-consumer.

Distribution

In the following, the typical role of the different parties in the distribution chain is described in order to draw a general picture of the structure and purchasing pattern in the distribution chain. As figure 3.1 illustrates the distribution channels for fish are rather complex.

Figure 3.1 Distribution Channels



Importers
Danish importers are accountable for a large part of the import of fish products to the Danish market. Fish products are imported from foreign suppliers with whom they have often established a long-term relationship. Importers import fish and crustaceans on their own account and sell these to end-product manufacturers as well as to retailers and catering organizations. Importers and wholesalers purchase fish products on demand from customers further down the distribution chain, but mostly they purchase independently and therefore holding stock as well. Most fish products imported from developing countries are in frozen format.

Agents
Agents are intermediaries executing the buying or selling orders of a customer against a commission (approximately 2 – 5 percent of the purchasing price). Agents never actually take possession of a shipment and neither do the products physically pass through the hands of the agents. Agents were used frequently some years ago by Danish importers, but today they are seldom used, as most importers, wholesalers and manufacturers prefer direct import to the Danish market due to a low mark-up on the price in the industry.

Processing Industry
Danish manufacturers handling fish products mostly import directly from suppliers abroad, but do also purchase from Danish importers and wholesalers and to a limited degree through agents. Most fish products are imported in frozen format. The target groups of manufacturers are retailers, catering organizations as well as other end-product manufacturers in the industry, for example smokehouses.

Retailers and Catering Organizations
Retailers carry out the final stage of selling fish products to the consumers, thereby accounting for a very large share of total sales on the Danish market. Retailers and catering organizations do not import directly from developing countries, but purchase these fish products from Danish importers, wholesalers or manufacturers. Some of the bigger supermarkets in Denmark only import fish and fish products directly from other EU countries and the USA.

Tendencies in the Distribution Chain
The Danish market for fish products is characterized by many suppliers, processors and distributors. As it is the case in other EU countries, it is also expected that fewer players on the Danish market will be active in the future, thus leading to further centralization.

A tendency is that Danish importers have started to use Southeast Asia as a destination for the processing of fish products, though this only applies to fish caught far away from Danish shores. Due to lower production costs some Danish importers find it cheaper to have the fish processed in Southeast Asian countries and then export the fish products to Denmark.

The Internet is increasingly considered to have many opportunities as means of communication between business partners. E-commerce transactions of fish products in Europe are increasingly gaining ground and new sites are registered frequently. In Denmark, the use of e-commerce transaction of fish products is still rare, but as e-commerce sales are likely to imply bigger and quicker profits this type of transaction can be expected to have effect in the future.

Price and Mark-ups

The price structure of fish products naturally varies depending on the species, the type of retail outlet, and whether a retail company, a wholesaler or a manufacturer imports these. The mark-up price for fish products is generally low, approximately 5-10 percent for each link in the distribution chain.

4. Trends and Tendencies

The Danish market for fish and crustaceans is quite stable. However, due to increased marketing efforts, a positive health image related to fishery products, and easier accessibility to fish products in supermarkets, the market has recently started growing. In relation to the growing market, imports are also growing increasingly larger. Although the developing countries' share of imports is relatively low, it is increasing slowly. As the total market grows, demand for exotic fish, although being very small, also rises.

Exotic fish

Demand is increasing for certain price competitive types of fish from developing countries that may serve as substitutes for local types of fish. Further, consumer preferences and food fashion trends are leading in the direction of the consumption of more exotic fish types due to international travel and a growing number of international and ethnic restaurants. A good example of this trend on the Danish market is the growing consumption of sushi and similar products, which includes different types of exotic types of fish and crustaceans. However, it most be noted that the majority of the consumption on the Danish market still lies within the traditional types of fish.

Health trends

Due to several marketing and public health campaigns the image of fish has been increasing over the last couple of years. Consumers are now demanding healthier products with a high nutritional value and without harmful ingredients. Other important aspects in relation to this health trend are low calorie and high protein content as well as a high vitamin and mineral level – all areas that are included in most fishery products. More traditionally consumed fishery products such as battered and breaded products and herring are due to the same trend experiencing a decline in demand.

Convenience food

There is a growing trend towards the consumption of convenience food and this is also reflected on the market for fishery products. There are several reasons for this: an increasing number of single-households, a more time-saving shopping pattern with one-stop shopping, less time spent cooking and an increasing use of microwave oven. Ready-to-eat products based on fishery products are expanding in creativity ranging from salmon burgers and cooked frozen lobsters to ready-to-eat mussel dishes. The fact that larger supermarkets now increasingly are offering pre-packed fresh fishery products is likely to lead to an increased consumption of fishery products. It is most likely that the one-stop shopper would not have gone to the fishmonger but are now substituting meat for fish.

Success Factors

The different importers of fish products on the Danish market often have a wide net of suppliers with whom they have had close co-operation for several years. This, however, does not mean that they are not open to new suppliers. Often the enquiries from potential suppliers are kept in the importer's database for a possible future business contact, though it is very important that these enquiries are aimed directly at the importer's specific area of business. Standard letters are generally not given much attention by Danish importers. Please refer to chapter 5 "Commercial Practice" on how to contact Danish importers.

A strong marketing and communication effort of the exporter is also recommended. In order to get the attention of the Danish importers it is important that the supplier is able to actively and professionally communicate what his competencies are; often a well-designed company brochure containing a product description and a price introduction is of importance. This type of communication effort will help the professional and qualified exporter to stand out from the crowd.

Danish importers unanimously stress that the fish products should be of high quality, that the foreign supplier should follow rules and regulations regarding hygiene control of the products to the letter, and that stable deliveries can be guaranteed. In general it can be stated that living up to delivery time and agreements regarding quality, price and quantity is of paramount importance if successful cooperation should be established with Danish importers.

It must be emphasized that rules and regulation regarding importation of fish products to Denmark and the EU market is subject to strict control. Only suppliers approved by the EU and included on a specified EU list are allowed to export fish products to Denmark. Therefore, being able to continuously live up to these rules and regulations is of great importance if a close and enduring relationship should be established with Danish importers. Please also refer to chapter 6 on “Customs Duty and Import Regulations”.

Another way of getting the attention of Danish importers is to visit or exhibit at trade fairs. Most Danish importers visit different trade fairs all over the world to meet with potential suppliers and to get an impression of the market potential. Especially, the annual trade fair in Brussels is a good place to meet with Danish importers as most Danish importers visit this trade fair. As close, personal relationships are often stressed within the industry, this is a very good way to meet potential business partners for both importers and suppliers and moreover, the foreign supplier has the best possible opportunity to show the Danish importer his products and competencies. Please refer to chapter 8 "Trade Fairs".

5. Commercial Practice

Due to the increasing use of the Internet, Danish importers of fish receive many offers on a daily basis from foreign suppliers who wish to do business in Denmark. The new supplier will often have to replace an already existing relationship with competent suppliers and therefore, the first impression and the first contact is of great importance to the subsequent success of entry into the Danish market.

Contacting the Importer

First step is to send a business offer containing precise information on the fishery products for sale. The exporter of fish should also introduce a price for the products as close to the best price possible.

It is of vital importance that contact details such as phone and fax number and e-mail address are stated correctly as inaccurate information will give a bad first impression and might cause the Danish importer to immediately loose interest in the product. Some importers also stress that fast communication with the exporter through e-mails is important as well as English-speaking staff.

It should never be assumed that the Danish importer will follow up on the business offer – the follow up is always expected to be made by the exporter. A follow up call will give an idea of the need and purchase pattern of the Danish importer, which can help evaluate the compatibility of the product.

Meeting with the Importer

Danish importers travel widely and most likely will also at some point in time want to visit the exporter for an inspection of the location and facilities. If the product is of relevance to the importer's line of business, it will normally not be a problem to set up meetings directly. Danish business people are generally result oriented and well versed within their particular field. Therefore, it is advisable to be well prepared and ready to respond to very direct questions about quality, prices, quantities and deliveries.

It is often said that Danes are informal, which is true to some extent. The informality does not, however, apply to being careless in respecting appointments.

Delivery

Once a business deal has been settled, it is important that the quality of the fishery products corresponds to that agreed with the importer. Reliability concerning packaging standards and delivery time is another important factor in the business relationship with a Danish importer and therefore it is of paramount importance that the exporter states the realistic delivery time right from the beginning of a new co-operation. The tolerance towards delay and products that do not live up to agreements is very limited and may lead to orders being cancelled.

Ethics and Codes of Conduct

Over the last decade, consumers in Denmark have increasingly paid more attention to the ethical conduct of business, which has given rise to the term "political consumers." This term implies that there is a strong tendency towards Danish consumers placing greater demand on Danish importers and manufacturers. They must be able to guarantee that the products imported from developing countries have not been subject to, for example, child labour, has caused pollution or otherwise harmed the environment when produced. Consequently, an increasing number of Danish companies set up codes of conduct for their suppliers, which, for example, provides guidelines for conditions in factories and for producing items in a socially responsible way. Therefore, by getting involved with Danish importers suppliers from developing countries may be asked to sign a contract or statement guaranteeing that the production is carried out without violating the above mentioned issues.

The Danish legal, regulatory and accounting systems for the business sector can be described as transparent and consistent with EU directives.

Recent studies have shown that Denmark is at the bottom of the list of countries in which bribery or corruption is found.

6. Customs Duty and Import Regulations

EU Directives

As strict control applies to importation of fish products for consumption in the EU. Only certain approved and listed non-EU countries and certain companies within those countries are permitted to export fish and crustaceans to the EU market (more information regarding approval and listing can be found at http://europa.eu.int/comm/fisheries/policy_en.htm). In a few cases a single exporter can be approved even though his home country is not approved. Imports of fish products are only allowed for countries, which are included on a specified EU lists part of Directive 97/296 and 97/20 – see http://europa.eu.int/comm/fisheries/doc_et_publ/factsheets/legal_texts/sani_en.htm). The list is divided into EEA countries, completely harmonized countries, provisionally harmonized countries as well as not-harmonized countries where different regulations on imports to the EU apply.

With regards to trade with fish products, the EU has set very strict rules regarding the quality standard of the products. Following the harmonization of rules and regulations in the EU (of January 1993) uniform quality regulations apply EU-wide.

Two directives, issued by the European Commission, bear special relevance to the trade with fish products. Directive 1991/493/EEC and Directive 1991/492/EEC regarding health conditions for the production and placing of fish products. These directives specifically deal with hygienic conditions in the process of handling, preparation, processing, packaging, storage, and transportation. On the basis of these directives, bans and restrictions have been imposed several times. The key feature of both directives is that all fish products, whether fresh, chilled, frozen, canned, salted, smoked or dried, imported from developing countries into the EU must come from a preparation, processing, packaging or storage facility, which has been approved by a relevant official body in the country concerned.

Other directives impose strict requirements to buildings, constructions, purification tanks and storage of the products in order to minimize the microbiological hazards that exist in the handling and processing of fish products. An exporter of fish products must therefore allow certain investigations to be carried out during the production phase and record data for a supervisory authority.

For more information on EU directives, see http://europa.eu.int/eur-lex/

EU Trade Agreements and GSP

As a member of the EU, Denmark follows the rules and regulations and applies the Common Customs tariff of the EU. An extended set of trade agreements between the EU and the non-EU countries represent a complex set of exceptions to the general rules.

The EU grants a non-reciprocal trade preference to all developing countries. Under the General System of Preference (GSP) Least Developed Countries (LDC)* are granted duty free imports into the EU of all goods except from arms and ammunition as well as rice, sugar and bananas - see EBA (Everything but Arms): http://europa.eu.int/comm/trade/issues/global/gsp/eba/index_en.htm

Countries under the special program to fight narcotics also enjoy duty free access to the EU markets for most goods. (Please refer to Appendix 1)

Moreover, the EU has also entered into separate agreements with different groups of countries in order for them to enjoy duty-free access for selected products into the EU, for example the ACP (African, Caribbean and Pacific) countries and the OCT (Overseas Countries and Territories).

*Classified by the OECD Development Assistance Committee, DAC. See www.oecd.org

Documentation

Imports to Denmark have to follow the guidelines specified by the Danish Ministry of Food, Agriculture and Fisheries as well as regulations decided within the EU. Fish imported for consumption is subject to very strict rules regarding documentation.

Fish and crustaceans for consumption on the Danish market will always be subject to inspection by the Danish Veterinary Control upon arrival at the border. The veterinary control includes a physical control of the goods as well as control of needed documentation. Mandatory documents are a certificate of health issued by authorities in the exporter's home country and a certificate of hygiene. It is checked very strictly and therefore it is important to have filled in all relevant documents completely and accurately.

Moreover, specification of size/weight and freshness of the fish and crustaceans often has to be completed for duty clearance.

No import licenses are required by importers of fish products into the EU market.

In order to obtain preferential customs treatment when importing into the EU, it has to be documented that the product originates in a country, which enjoys the preferential agreement with the EU. In order to claim GSP, a GSP certificate of origin (Form A), signed and stamped by the authorities in the beneficiary country, must accompany the products. Furthermore, as a general rule the goods have to be sent directly from the country of origin to the EU.

Rates of Duty

The rates for import duties as of January 2005 are shown in the following table. These rates of duty cover the sub-categories within the CN-number 03.02 to 03.07 as well as 16.04 to 16.05, and apply to non-preferential trade.

Table 6.1

Rates of Duty, June 2005

Fish and crustaceans	CN-Number	Rate of Duty, %
Fish, fresh or chilled	0302	0 – 23
Fish, frozen	0303	0 – 23
Filet or other fish meat, fresh, chilled or frozen	0304	0 – 18
Fish, dried or salted	0305	0 – 20
Shellfish	0306	0 – 18
Molluscs	0307	0 – 10
Fish, prepared or preserved	1604	0 – 25
Shellfish and molluscs, prepared or preserved	1605	0 – 20

As most fish products are classified as sensitive goods, duty exemption is not possible even when holding GSP status except LDC EBA countries. Instead exporters able to claim GSP status can deduct 3.5 percentage points off the normal rates of duty. This however, does not apply to Thailand, Greenland and most countries of the former Soviet Union.

It must be stressed, though, that rules and regulations regarding duty are frequently changed. It is therefore advisable to always check the rate of duty in the individual case, based on the product and the country of origin. GSP duty rates should, for example, be checked with your local customs authorities.

Food Additives

In Denmark all food additives must be approved before use and they must have been through toxicological assessments before being accepted. The use of food additives is regulated via the "Positive List", which is harmonized with EU regulation. Additives, which are not listed, are thus not allowed in Denmark.

Packaging Requirements and Labelling

Environmental issues play a role in packaging. According to environmental legislation and toxicity, certain requirements have to be fulfilled in relation to the use of packaging material. For example, with regards to canned fish products, requirements for the cadmium and mercury content are applicable. Moreover, if plastic bags are used and in direct contact with the fish products, the plastic should be made especially for food products, thereby ensuring that contact between the food and the plastic is not harmful.

If the products are imported in consumer packages, more extensive information has to be provided. All consumer products sold on the Danish market must be labelled in Danish and contain the information described in table 6.2 and 6.3.

Table 6.2

General Guideline on Packaging Labelling in Retail

Labelling Information	Example
Trade name	Shrimps
Origin	Thailand
Kind of preparation	Cooked
Conservation method	Single frozen
Count	Size 100/200 per lb
Ingredients	Shrimp, water, salt
Contents	1 kg
Product weight	900 gram
Expiring date	Best before 31.01.2003, when kept at –18 degrees Celsius
Warning	Do not freeze after thawing
Producer, exporter, importer	

The labelling of cans should contain the following information:

Table 6.3

General Guideline on Labelling of Cans in Retail
Net weight
Ingredients, incl. of additives, preservatives
Energy (k-joule)
Name and address of the packer
Best before date
Country of origin

With regard to tuna, it is sometimes recommended that a special label for tunas caught without harming dolphins is put on the cans.

Danish importers often have their own specific requirements regarding type and size of packaging as well as requirements for design and information on labels. Therefore, for an exporter of consumer-packed fish products, the best way to ensure that the product and packaging comply with Danish rules is to rely on the importer's directions. It is only in the specific case of exporting that the exporter will be able to identify and follow the specific and correct regulations. Therefore, it is recommendable that the exporter cooperates closely with the Danish importer in order to fulfil requirements in general, as the rules and regulations are complex and subject to continuous change.

Price References

To avoid dumping of fish on the European market, a system of price reference has been agreed on. This means that a minimum price for a selected number of fish products has been agreed to and that this price has to be observed. In case the price reference is not observed, importation of the products concerned can be suspended, limited or subject to a duty of equalization. However, reference prices do not have a binding status and developing countries are sometimes allowed to import below the reference price.

Value Added Tax –VAT

The Danish VAT constitutes 25 percent and is among the highest rates within the EU. The 25 percent VAT is levied on all sales, regardless of product type, country of origin etc.

Transportation

Fish products imported to the Danish market are transported by different means depending on the country of origin and the condition of the fishery products. If the fish products are imported fresh, the means of transportation will always be airfreight, whereas fishery products imported frozen will be transported either by truck (within the EU) or by ship (outside the EU) in deep freeze containers.

Normally, the exporter arranges the transport and is responsible for the freight of the fishery products until it has crossed the Danish border and has been handed over to the importer.

7. Opportunities for Exporters from Developing Countries

With limited possibilities for increasing the Danish home production due to EU fishing quotas and increasing demand for fishery products the Danish dependency on imports is expected to grow. Combined with low labour costs the larger access to fish resources give the developing countries a good position on the future market. Though, it must be noted that it will be a major challenge to meet the quality demands and fund the investments needed for such a quantity increase. Aquaculture is a good opportunity for developing countries to secure a constant supply over the year including a consistent quality and price. Interesting aquaculture species suitable for the Danish market is for example different kinds of warm-water shrimps and prawns.

With reference to chapter 4 several opportunities for exporters from developing countries can be identified. For the exporter three factors are important to keep in mind – exotic fish, health trends and convenience food. As mentioned earlier, the country and company approval by the EU is essential to investigate before any exporting attempts are made.

One of the most obvious opportunities for exporters from developing countries is the increasing demand of exotic fish species. The best opportunities will be in frozen or other ways preserved fish due to the logistical problems with fresh fish. However, the producers in the developing countries that are able to handle these logistical challenges will have great exporting possibilities. As mentioned in chapter 4 there is at the moment a great increase in the demand for fresh exotic fish for e.g. sushi etc due to among other things an increasing health trend. Other exporters might stick to frozen or in other ways preserved fish since it is less perishable and easier to transport them.

With regard to the increasing consumption of convenience food this area also holds a number of good opportunities for exporters from developing countries. Though, it must be noted that the convenience fishery products must have a very high standard in order to be able to enter the Danish market. The production facility producing these products must therefore have a very high standard which again demands a very high investment level. Before such investments are commenced it is important that the exporter already have made contact with possible Danish importers and preferably signed contracts covering as minimum a large part of the investment.

8. Trade Fairs

Participating in international trade fairs is an important activity in order to create contact to future business partners. Before exhibiting it is often advisable to visit the fair. A well-prepared and properly executed visit to a trade fair can constitute a very cost-effective market research. At the fair it is possible to meet future competitors and potential customers as well as gaining an idea of future market trends.

If you choose to exhibit in a trade fair it is important to know in advance who the target groups of the fair are. Moreover, relevant Danish importers should be contacted prior to the trade fair in order to set up meetings during the fair, as some of these importers are likely to exhibit themselves. By looking at the list of exhibiting companies printed in trade fair catalogues from previous years it is possible to get a good impression of which companies to contact in order to set up meetings (The catalogue can often be obtained by contacting the trade fair organisers or via the Internet). Some of these companies might not have time for meetings during the fair if they are exhibiting themselves and therefore it is important to allow yourself to stay a few days prior to or after the fair in order to conduct these meetings.

The only fish fair in Denmark is **Danfish International**. It is an international fish fair held every three years in the city of Ålborg in the Northern part of Denmark. The trade fair is mainly aimed at the processing and equipment part of the fishery industry and less at the actual industry for fishery consumer products. The next Danfish International trade fair is to take place from October 13-15 2005. More information is available on the internet: www.danfish.com

Besides the fair held in Denmark, a number of important international trade fairs for fish products are held in the EU (Please see table 7.1). Danish companies frequently visit fairs outside Denmark, and therefore visiting these also represents a possibility for meeting Danish importers. Especially, the **European Seafood Exposition** in Brussels is an excellent place to meet Danish importers and wholesalers of fish products as this fair is highly prioritized by Danish importers.

In order to ensure the best possible match between your products and the target group of the fair it is highly recommendable to investigate a fair closely before contemplating a visit. Information on the different fairs is available on the internet: www.phone-fax.com/index2.htm

Table 8.1

International Trade Fairs		
Name	**Where**	**When**
European Seafood Exposition (ESE)	Brussels, Belgium	May 9-11 2006
Fish International & Seafood Europe	Bremen, Germany	February 12-14 2006
Anuga	Cologne, Germany	October 8-12 2005
IFE	London, United Kingdom	March 18-21 2007
Sial	Paris, France	October 22-26 2006
World Fishing Exposition Vigo	Vigo, Spain	October 4-6 2005

9. Important Addresses

Organisations, institutions, ministries in Denmark:

DIPP –Danish Import Promotion Programme
Boersen
DK –1217 Copenhagen K
Phone: +45 72 25 50 00
Fax: +45 72 25 50 01
E-mail: dipp@htsi.dk
www.dipp.eu

Danish Ministry of Foreign Affairs
Asiatisk Plads 2
DK- 1448 Copenhagen K
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www.akkc.dk

FAO Eastfish
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DK- 2100 Copenhagen Ø
Phone: +45 35 46 71 80
Fax: +45 35 46 71 81
E-mail: fao@eastfish.org
www.eastfish.org

Danmarks Fiskeindustri
Association of Danish Fish Processing Industries and Exporters
E-mail: dfe@dfedk.dk
Web: www.danishfish.org

International relevant organisations:

International Standardisation Institute (ISO)
E-mail: central@iso.org
Internet: www.iso.org

UN/ECE
Trade Division – Agricultural Standards Unit
E-mail: trade@unece.org
Internet: www.unece.org

Joint FAO/WHO Food Standards Programme
Codex Alimentarius Commission ESN division
E-mail: infodesk@cenorm.be
Internet: www.cenorm.be

SGS European Quality Certification Institute E.E.S.V.
E-mail: inquiries@sgs.com
Internet: www.sgs.com

Globefish – European Price Report
(published monthly in English)
E-mail: globefish-web@fao.org
Internet: www.globefish.org

Infofish
(two-weekly publication in English)
E-mail: infish@po.jaring.my
Internet: www.infofish.org

Seafood International
(published weekly in English)
E-mail: marketing@agra-net.com
Internet: www.agra-net.com

Association des Industires du Poisson de L'UE (AIPCEE)
(EU Fish Processors Association)
Telephone: +32 (0) 274 387 30
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The Federation of European Aguaculture Producers (FEAP)
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Internet: www.feap.org

Fish Farming International
(monthly in English)
E-mail: marketing@agra-net.com
Internet: www.agra-net.com

Seafood Business
(two-monthly in English)
Telephone: +1 (0) 207 84 25 500
Internet: www.seafoodbusiness.com

Fishing News International
E-mail: marketing@agra-net.com
Internet: www.agra-net.com

Seafood International
(published quarterly in English)
E-mail: sfi@informa.com
Internet: www.agra-net.com

World Fishing
(monthly in English)
E-mail: Christopher.adams@nexusmedia.com
Internet: www.hhc.co.uk/worldfishmagazine

World Fish Report
(bi-weekly report in English containing information on production, consumption, prices and legislation)
E-mail: marketing@agra-net.com
Internet: www.agra-net.com

Globefish – Highlights
(quarterly in English, French and Spanish)
E-mail: globefish-web@fao.org
Internet: www.globefish.org

Eurofish
(bi-monthly publication in English and Russian, part of a set of six periodicals of the Global Network of Fish Marketing Information Services FAO, specifically targeted at exporters of fishery products in Eastern Europe)
E-mail: info@eurofish.dk
Internet: www.eurofish.dk

Infofish Trade News
(bi-weekly publication in English, part of a set of six periodicals of the Global Network of Fish Marketing Information Services FAO, specifically targeted at exporters of fishery products in Asia/Pacific)
Telephone: +60 (0) 326 914 466
Internet: www.infofish.org

Useful Internet sites:

Atuna - portal for the tuna business
@tuna is a gateway to the global tuna business, offering an online tuna trading floor, providing information and news on the global tuna market, EU import regulations, etc. Also providing links to fish information for several kinds of categories.
http://www.atuna.com

Globefish
GLOBEFISH is the unit in the FAO Fisheries Department responsible for information on international fish trade. GLOBEFISH is an integral part of the FISH INFO network (INFOPESCA, INFOFISH, INFOPECHE, INFOSAMAK, EASTFISH and INFOYU). GLOBEFISH produces a number of publications including fish price reports, market studies and trend analysis.
http://www.globefish.org/index2.htm

Fisheries policy European Commission
This site focuses on current issues regarding the Common Fishery Policy (CFP) of the EU, which is generating particular interest or debate. It contains answers to topical questions on those issues as well as the EU contribution to the debate. (Language: Spanish, English, French, a.o.)
http://europa.eu.int/comm/fisheries/policy_en.htm

MSC, The Marine Stewardship Council
(MSC), with information on the MSC certification programme for sustainable fisheries and a lot of other useful links.
http://www.msc.org/

FAO - Fisheries
This Internet site of FAO provides information on fishery matters such as highlights, fact file, recent news, management and environment. It is also linked to the FAO Fisheries Global Information System (Figis), which is a global network of integrated information on aquatic resources and their exploitation. (Language: English, French, Spanish)
http://www.fao.org/fi/default.asp

FIS - Fishery sector plaza
Sectoral plaza with comprehensive information about the fishery sector worldwide, market developments, price information, business directories, reports, logistical information, etc.
http://www.fis.com

Directive 92/48/EEC: hygiene fish
Hygiene rules for fishery products caught on board of certain vessels.
http://europa.eu.int/smartapi/cgi/sga_doc?smartapi!celexapi!prod!CELEX...

Decision 97/296/EC: import fish
http://europa.eu.int/smartapi/cgi/sga_doc?smartapi!celexapi!prod!CELEX...

Market Acces Database
Database of European Commission on import regulations, duties and trade barriers.
http://mkaccdb.eu.int

Tscentral
Overview of international trade fairs worldwide
http://www.tscentral.com

Appendix 1

Preferential Trade Agreements	
Classification	Country
Least Developed Countries	Afghanistan, Angola, Bangladesh, Burkina Faso, Burundi, Benin, Bhutan, Chad, The Democratic Republic of Congo, The Republic of Central Africa, Cap Verde, Djibouti, Eritrea, Ethiopia, Gambia, Guinea, Guinea-Bissau, Haiti, Cambodia, Kiribati, Comoro, Laos, Liberia, Madagascar, Myanmar*, Mongolia, Montserrat, Maldives, Malawi, Mozambique, Niger, Nepal, Rwanda, Solomon Islands, Sierra Leone, Sudan, Senegal, Somalia, São Tomé and Príncipe, Togo, Tuvalu, Tanzania, Uganda, Vanuatu, Samoa, Yemen, Zambia
Other Developing Countries	Albania, Algeria, Antigua and Barbuda, Argentina, Armenia, Azerbaijan, Bahrain, Barbados, Belize, Bolivia, Bosnia-Herzegovina, Botswana, Brazil, Cameroon, Chile, China, Colombia, Cook Islands, Costa Rica, Côtes D'Ivoire, Croatia, Cuba, Dominica, The Dominican Republic, Ecuador, Egypt, El Salvador, Fiji, Gabon, Ghana, Georgia, Grenada, Guatemala, Guyana, Haiti, Honduras, India, Indonesia, Iran, Jamaica, Jordan, Kazakhstan, Kenya, Korea (North), Kyrgyzstan, Lebanon, Macedonia, Malaysia, Malta, Marshall Islands, Mauritius, Mexico, Micronesia, Moldavia, Mongolia, Morocco, Namibia, Naura, Nicaragua, Nigeria, Niue, Oman, Pakistan, Palau Islands, Panama, Papua New Guinea, Paraguay, Peru, Philippines, R.P. Congo, Saudi Arabia, Seychelles, Slovenia, South Africa, Sri Lanka , St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Surinam, Syria, Swaziland, Tajikistan, Thailand, Tonga, Tunisia, Turkmenistan, Tuvalu, Uruguay, Uzbekistan, Venezuela, Vietnam, Yugoslavia, Zimbabwe
Countries under the special program to fight narcotics	Bolivia, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Peru, Venezuela, Pakistan
ACP Countries	Angola, Antigua and Barbuda, Bahamas, Barbados, Belize, Benin, Botswana, Burkina Faso, Burundi, Cabo Verde, Cameroon, Chad, Comoro, Congo, D.R. Congo, Cook Islands, Côtes D'Ivoire, Djibouti, Dominica, Eritrea, Ethiopia, Fiji, Gabon, Gambia, Ghana, Grenada, Guinea, Guinea Equatorial, Guinea-Bissau, Guyana, Haiti, Jamaica, Kenya, Kiribati, Lesotho, Liberia, Madagascar, Malawi, Mali, Marshall Islands, Mauritania, Mauritius, Micronesia, Mozambique, Namibia, Nauru, Niger, Nigeria, Niue, Palau, Papua New Guinea, Dominican Republic, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, Solomon Islands, Somalia, South Africa, St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Sudan, Suriname, Swaziland, Tanzania, Togo, Tonga, Trinidad and Tobago, Tuvalu, Uganda, Vanuatu, Western Samoa, Zambia, Zimbabwe
OCT Territories	Anguilla, Aruba, British Antarctic Territory, British territories in the Indian Ocean, British Virgin Islands, Cayman Islands, Falkland Islands, French Polynesia, Greenland, Mayotte, Montserrat, New Caledonia, Pitcairn, St Helena, St Pierre and Miquelon, South Georgia and the South Sandwich Islands, The Dutch Antilles, Wallis and Futuna Islands,

*Myanmar is currently excluded from the EU's General System of Preference

Source: Customs & Excise, Denmark

Appendix 2

Abbreviations used in this Market Brief

- ACP countries: American, Caribbean, African Countries
- CN: Combined Nomenclature
- EBA: Everything But Arms initiative
- EU: European Union
- GSP: Generalized System of Preference
- HACCP: Hazard Analysis and Critical Control Point
- LDC: Least Developed Countries
- VAT: Value Added Tax

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