Dear Sir,

We have pleasure in informing you that the GATT International Trade Centre has just completed a market study entitled:

- Major Markets for Shrimp and Prawns in Western Europe

This study, which we are sending you under separate cover, provides information which may help the shrimp industry of the developing countries to become acquainted with the recent developments in production, consumption, trade, prices, pattern of marketing and distribution channels in four major import markets in Western Europe. It would be a valuable aid for newcomers to shrimp exporting as well as to those already in the trade who may wish to exploit the European market for the first time.

In particular the study will enable shrimp processing and distributing firms and exporters to:

- locate the main flows of European trade against the background of changes in the pattern of food consumption and food distribution;

- know the import structure of the principal European markets, and trends therein;

- evaluate present consumption of shrimp and prawns in those markets and trade prospects;

- know about trade restrictions, health regulations, quality requirements, standards, etc.;

- have at hand a list of the commercial firms engaged in imports, wholesaling and distribution;

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- establish direct contacts with primary importers, secondary wholesalers, trade associations, or large purchasing groups associated with frozen food industry, multiple shop organizations, voluntary chains, co-operatives and wholesaler groups, in order to conduct commercial transactions or improve their knowledge of importing channels;

- orientate their export promotion efforts towards the European countries offering potential volume markets.

This 150-page study is available in English, French or Spanish at $5 per copy. Government institutions and bona fide traders in developing countries may have it free of charge.

We should like to make known this study to producers and traders in your country who are interested in exporting shrimp and prawns as well as to others such as trade associations and government trade bodies, which are interested in export promotion. Could you please publicize this in your trade journal and through any other suitable media? Those interested should write directly to the International Trade Centre at the above address.

Thank you for your co-operation.

Yours faithfully,

H.L. Jacobson
Director of the Centre