

Export and Investment Promotion Planning System

MISSION: 703 BRUSSELS, NAC

COUNTRY: 038 BELGIUM

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: NATO AIRBORNE EARLY WARNING PROGRAM (NAPMA)
 Approximate Value: \$ M
 Financing Source: 025 OTHER
 For further info. please contact:
 DEA 053-3745 J.HOLT-BNATO 21613

iv) Project Name: NATO MAINTENANCE & SUPPLY AGENCY (NAMSA)
 Approximate Value: \$ M
 Financing Source: 025 OTHER
 For further info. please contact:
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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 low
- approval of technical standards can present problems in the case of some imported products

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

- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

MOST SUCCESSFUL FIRMS WORK WITH MAJOR INTL PRIME CONTRACTORS FOR SUB-CONTRACTS. THERE ARE TOO MANY NTB'S FOR SPECIALIZED CANADIAN DEFENCE INDUSTRY TO WIN PRIME CONTRACTS. CANADIAN FIRMS MUST THEREFORE ESTABLISH LINKS WITH MAJOR PRIMES.

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country