

Export and Investment Promotion Planning System

MISSION: 319 DAMASCUS

COUNTRY: 325 SYRIA

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
- use of provincial governments export promotion activities
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: ENHANCED PROMOTIONAL EFFORTS WITH GOVT REGISTERED "MIXED AGRICULTURAL COMPANIES" TO EXPLORE POSSIBLE INTEREST IN CDN PRODUCTS AND SERVICES FOR FARM DEVELOPMENT PROJECTS.

Results Expected: INITIAL CONSULTANCY CONTRACT BY CDN FIRM FOR FARM MANAGEMENT; POSSIBLE IMPORTS OF CDN DAIRY CATTLE BY ONE FIRM.

Activity: FOLLOW-UP TO SYRIAN PARTICIPATION AT WESTERN CANADA FARM PROGRESS SHOW IN JUNE 87. ASSESSMENT OF TRIALS PROGRAM FOR CDN FARM IMPLEMENTS WITH GEN ORG. FOR AGRIC MERCHANIZATION.

Results Expected: POSSIBLE CONSIGNMENT OF CDN ROCKPICKERS OR OTHER SPECIALIZED IMPLEMENTS FOR TRIALS PROGRAM WITH G. D. A. M.

Activity: SUPPORT EFFORTS OF LOCAL AGENTS FOR CDN FOOD PRODUCTS EXPORTERS IN ANTICIPATION OF EASING OF IMPORT RESTRICTIONS PLACED UPON PRIVATE SECTOR SYRIAN IMPORTERS.

Results Expected: RETURN TO PREVIOUS SALES LEVEL (EG 500K TO \$1M) OF CDN FOLLD PRODUCTS IN MARKET.

For the next fiscal year, the Trade Office is planning to undertake the following new export support initiative(s) in this sector (sub-sector):

Activity: POTENTIAL INTRODUCTION OF CDN SEED POTATO VARIETIES WITH THE GENERAL ORGANIZATION FOR SEED MULTIPLICATION (GOMS) IN ALEPPO.

Results Expected: AFTER TRIALS PROGRAM, INCLUSION OF CDN VARIETIES IN GOSM CALLS FOR TENDER BY FOREIGN SEED POTATO SUPPLIERS. BASIS FOR PENETRATION OF "DUTCH" MARKET.