

Export and Investment Promotion Planning System

MISSION: 341 CAIRO

COUNTRY: 564 ARAB REPUBLIC OF EGYPT

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
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- product/service information from Canadian companies

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

Activity: KEEP IN CONTACT WITH LUMBER IMPORTERS TO SEEK OPPORTUNITIES AND UPDATE REPORTS ON LUMBER MARKET SITUATION FOR FOLLOW-UP BY CANADIAN EXPORTERS.

Results Expected: \$35 MILLION EXPORTS IN 1988/89.