

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: DAMASCUS

Market: SYRIA

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PENETRATION BY CDN EXPORTERS WITH MIXED AGRICULTURAL COS
Expected Results: INTRODUCTION OF CDN DRY LAND FARMING TECHNIQUES TO PRIVATE SECTOR

Activity: INTRODUCTION OF CDN SEED POTATOES TO MINISTRY OF AGRICULTURE
Expected Results: CERTIFICATION AND ELIGIBILITY FOR IMPORT BY 1991

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: DAMASCUS INTL FAIR
Expected Results: PROMOTION OF CDN FOOD PRODUCTS

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

Activity: MONITORING OF GEZA TENDERS FOR CDN PRODUCED FOOD PRODUCTS
Expected Results: TRIAL ORDERS FOR CDN EXPORTERS