

Export and Investment Promotion Planning System

MISSION: 474 BELGRADE

COUNTRY: 599 YUGOSLAVIA

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 availability of competitive Canadian financing

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: CONTINUOUS MONITORING OF LOCAL SITUATION. GIVEN CURRENT SHORTAGE OF FOREIGN CURRENCY, THE OUTLOOK IN THE SHORT TERM FOR INCREASED SALES IS NOT OPTIMISTIC.

Results Expected: MAINTAIN MARKET SHARE.

Activity: CONTINUED SUPPORT AND NOTIFICATION OF CANADIAN SUPLIERS - CURRENT AND POTENTIAL.

Results Expected: