

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: EASTERN EUROPE

Mission: 476 BUCHAREST

Market: 035 ROMANIA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: THE CONSTRUCTION OF NUCLEAR POWER STATIONS IS A TOP PRIORITY FOR THE ROMANIAN GOV'T DUE TO ITS CRITICAL ENERGY SHORTFALL. BROWN COAL GENERATION UPGRADING IS ALSO A PRIORITY.

2. 010 MINE, METAL, MINERAL PROD & SRV

REASONS: ROMANIA IS VERY SHORT OF MANY RAW MATERIALS REQUIRED FOR THE MFG & PROCESSING OF PRODUCTS FOR DOMESTIC & EXPORT MARKETS E. G. IRON ORE COKING COAL & ASBESTOS.

3. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: DESPITE THE WORLDWIDE SLOWDOWN IN OIL & GAS ACTIVITY ROMANIA IS STILL ACTIVE IN 3RD COUNTRY PROJECTS. THERE ARE MODEST OPPORTUNITIES FOR CDN SUPPLIERS TO PROVIDE EQUIPMENT & SERVICES TO COMPLEMENT ROMANIA

4. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: IN AGRICULTURE PRIORITY IS GIVEN TO UPGRADING ANIMAL HUSBANDRY PROVIDING POTENTIAL OPPORTUNITIES FOR CDN SUPPLIERS OF TURKEY BREEDING STOCK EMBRYO TRANSFERS SEMEN ETC. A CURRENT SHORTAGE OF RAW HIDES SHOULD

5. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: WHILE ROMANIA IS A PRODUCER & EXPORTER OF PAPER THE COUNTRY LACKS SUFFICIENT TIMBER RESOURCES TO MEET REQUIREMENTS PRESENTING CONTINUING OPPORTUNITIES FOR SALES OF CDN PULP.

6. 003 GRAINS AND OILSEEDS

REASONS: WITH DROUGHT & OTHER FACTORS, SHORTFALLS IN CEREAL GRAINS & OILSEEDS PRODUCTION WILL LIKELY CONTINUE FOR SEVERAL YEARS PRESENTING OPPORTUNITIES FOR CDA PARTICULARLY FOR BARLEY RYE & CANOLA.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 007 POWER & ENERGY EQUIP. & SERV.
2. 010 MINE, METAL, MINERAL PROD & SRV
3. 009 FOREST PRODUCTS, EQUIP, SERVICES
4. 003 GRAINS AND OILSEEDS