

Export and Investment Promotion Planning System

MISSION: 476 BUCHAREST

COUNTRY: 035 ROMANIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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:

- No factors reported by mission

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

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

Activity: MONITORING ROMANIAN PARTICIPATION IN USSR/GAS PIPELINE CONSTRUCTION PROJECT.

Results Expected: OBTAIN CLEAR PICTURE OF CANADIAN EXPORT POTENTIAL CAPABILITIES.

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: DEVELOP A SECTOR PROFILE & CIRCULATE TO POTENTIAL CANADIAN SUPPLIERS.

Results Expected: ESTABLISH COMMUNICATION BETWEEN CDN SUPPLIERS AND PROSPECTIVE ROM CLIENTS, POSSIBLY LEADING TO AN ALBERTA MISSION IN OCT. 1987.

Activity: TECHNICAL SEMINARS ON SOUR GAS, OILFIELD BLOWOUTS/FIREFIGHTING, THIRD COUNTRY COOPERATION & OTHER APPROPRIATE TOPICS (INCLUDING JOINT MANUFACTURING).

Results Expected: INCREASE ROM OIL & GAS SECTOR'S INTEREST IN CANADIAN CO'S CAPABILITIES.