

Export and Investment Promotion Planning System

MISSION: 471 WARSAW

COUNTRY: 099 POLAND

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

- other factor(s) described by the Trade Office as follows:

POLAND HAS BEEN DEVELOPING ITS OWN NATIONAL TURKEY LINE AND MAIN AIM IS TO SWITCH POLAND TO SOURCE GENETIC STOCK ABROAD.

Y

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
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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

Activity: IDENTIFICATION AND CULTIVATION OF KEY DECISION MAKERS.

Results Expected: TO INCREASE HYBRID SALES.

Activity: ASSIST HYBRID IN MOUNTING TECHNICAL SEMINAR.

Results Expected: TO OBTAIN END USER CONTACTS.

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: TO COMBINE HYBRID TURKEYS INTO CANADIAN INFORMATION STANDS DURING POZNAN FAIR.

Results Expected: TO PROMOTE THE COMPANY; TO ALERT POLISH PRIVATE SECTOR ABOUT CANADIAN CAPABILITIES.

Activity: IDENTIFY END USERS BASED ON POZNAN FAIR RESULTS.

Results Expected: INCREASED CANADIAN EXPORTS.