

RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 EXPORT PROMOTION PRIORITIES

Mission: BELGRADE

Country: BULGARIA

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

1. FOREST PRODUCTS, EQUIP, SERVICES

Bulgarians plan to contract a turnkey bleached kraft pulp mill, to be built at Silistra (north-eastern Bulgaria). Project value over \$300 million. Cdn pulp and paper technology is well-known due to Cdn-built plants of similar type in Poland, Czechoslovakia and USSR. Two Cdn. bids on Silistra project received; decision expected shortly.

2. INDUSTRIAL MACHIN, PLANTS, SERV.

Recycling technology: Bulgarians contract 5 to 6 recycling projects (plants and equipment) yearly. After three years of marketing, they have finally been convinced to make initial purchase from Cdn company. Once machinery is delivered and tested, we believe door will be open for future sales in wide variety of recycling machines/technologies.

3. AGRI & FOOD PRODUCTS & SERVICE

Food processing technology: Canadian company has just won major turn-key project for meat processing, which may have spinoffs for additional business. Bulgarian exporter of jams to Canada recently criticized for shipping product containing glass shards--this could pave the way for sales of better processing/packaging machinery.

4. OIL & GAS EQUIPMENT, SERVICES

Sales of oil/gas equipment to third countries which have contracted Bulgarian engineering firms to build major plants look promising. Cdn firms have developed good relations with contractors Montagi, Chiminvest, Technoexportstroj, etc which are all doing projects in Middle East esp. Syria, Iraq, Libya.

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

1. MINE, METAL, MINERAL PROD & SRV
2. FOREST PRODUCTS, EQUIP, SERVICES
3. AGRI & FOOD PRODUCTS & SERVICE

4. INDUSTRIAL MACHIN, PLANTS, SERV.