

RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: CATRO

Market: ARAB REPUBLIC OF EGYPT

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Limited Canadian capabilities
- Market prospects have not been adequately explored
- A-LTD CDN SUPPL - R-PHYTO SANITARY
- REQUIR HAVE KEPT OUT SEED POTATOES

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: UPDATE AGRICULTURAL SECTOR REPORT
 Expected Results: FLAG BEST PROSPECTS TO CDN SUPPLIERS, & UPGRADE PROMOTION

Activity: HELP ARRANGE LOCAL 89 FIELD TRIALS OF CDN SEED POTATOES
 Expected Results: SATISFY GOVT 1989 TENDER PREREQUISITE OF OPEN MKT FOR POT-
 ATOES CDA

Activity: EXPLORE OPTIONS TO FINANCE TOBACCO
 Expected Results: ESTABLISH A NEW LONG-TERM MARKET

Activity: SUPPORT INTERCAM PROPOSALS TO JOINT-VENTURE IN JUICE PROD.
 Expected Results: \$2 M CONTRACTS & ASSIST DEVELOPMENT OF EGYPTIAN FOREIGN
 EXCHANGE EARNINGS.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: SUPPORT AG-CDA PARTICIPATION IN EGYPT FEB 1989 DAILY SEMINAR
 Expected Results: INCREASE MKT PENETRATION