

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:

- No factors reported by mission

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
- the existence of a bilateral economic/trade arrangement between Canada and this country
- the availability of competitive Canadian financing

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

Activity: SUPPORT NEW RELATIONSHIP FOR CERNAVODA UNITS 1,2 AND POSSIBLE LEASE/SALE CANADIAN HEAVY WATER.

Results Expected: TRAINING, TECHNICAL SERVICES AND HEAVY WATER SUPPLY FROM CANADA.

Activity: OCI EXPORT PROMOTION FOR CERNAVODA UNITS 3,4,5.

Results Expected: ADDITIONAL SALES OF NUCLEAR EQUIPMENT/COMPONENTS AND TECHNOLOGY TRANSFER.

Activity: BROWN COAL POWER BOILER UPGRADING.

Results Expected: EQUIPMENT/SERVICES SALE FOR ONE UNIT WITH POSSIBILITY OF ADDITIONAL UNITS.

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: EXPANDED SUPPORT FOR THIRD COUNTRY COOPERATION

Results Expected: ROMANIAN SUPPLY FOR PROPOSED NUCLEAR PROJECTS IN TURKEY, YUGOSLAVIA AND EGYPT.