

## Export and Investment Promotion Planning System

MISSION: 474 BELGRADE

COUNTRY: 599 YUGOSLAVIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: ADRAI AIRWAYS (2 AIRCRAFT)

Approximate Value: \$ 20 M

Financing Source: 025 OTHER

For further info. please contact:

K. DJORDJEVIC TEL: 11137 DOMCA YU CDN EMBASSY

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

- the degree of import duty protection of local industry tends to be low

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:

CND MANUFACTURERS FACE VERY STIFF COMPETITION & LENGTHY & COMPLICATED DECISION-MAKING PROCESS, IN ADDITION TO COUNTERTRADE, INDUSTRIAL COOPERATION AND OFFSET REQUIREMENTS.

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
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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: CONTINUOUS ACTIVE SUPPORT FOR CANADAIK'S ACTIVITIES TO SELL CL-215 TO FDSP.

Results Expected: SALES OF 4 AND POSSIBLY 5 AIRCRAFT IN THE NEXT YEAR.

Activity: ACTIVE SUPPORT OF DE HAVILLAND'S EFFORTS TO WIN THE SALES OF 5 DASH 8-300 TO JAT AND 2 DASH 8-300 TO ADRIA AIRWAYS.

Results Expected: JAT AND ADRIA SHOULD MAKE DECISIONS IN THE NEXT 2-3 YEARS.