

Export and Investment Promotion Planning System

MISSION: 346 BAGHDAD

COUNTRY: 305 IRAQ

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

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

- a lack of interest in the market on the part of Canadian exporters
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

IRAQI MARKET FOR OIL & GAS EQUIP. HAS TRADITIONALLY BEEN DOMINATED BY FIRMS FROM COUNTRIES MENTIONED IN POINT 7-2; CANADIAN FIRMS HAVE NOT SERIOUSLY ATTEMPTED TO COMPETE OR TO SEEK OUT JOINT VENTURE PARTNERS.

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:

- 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 Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

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

Activity: AFTER RADICAL RESTRUCTURING OF IRAQI OIL MINISTRY AND AFFILIATED STATE COMPANIES, CONTINUE TO INVESTIGATE IMPORT REQUIREMENTS, AND PROMOTE CANADIAN CAPABILITY.

Results Expected: INCREASE INTEREST ON PART OF IRAQI IMPORTERS IN CDN PRODUCTS AS ALTERNATIVE TO GOODS TRADITIONALLY PURCHASED.

Activity: CONTINUE TO SUPPORT ACTIVITIES OF FIRMS SUCH AS CANUSA COATING SYSTEMS AND NOVACORP TO HELP THEM EXPAND PRODUCTIVE RELATIONSHIP WITH MAJOR CONTRACTORS AND SUPPLIERS IN FIELD.

Results Expected: ALLOW CANADIAN FIRMS TO IMPROVE THEIR CHANCES OF RECEIVING PAYMENT BY SELLING TO IRAQ VIA ESTABLISHED SUPPLIERS.