Export and Investment Promotion Planning System

MISSION: 475 MOSCOW COUNTRY: 553 UNION OF SOVIET SOC REP

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

ii) Project Name: REPAIR OF SOVIET PACIFIC FISHING FLEET
Approximate Value: $ 5 M
Financing Source: 012 DOM
For further info. please contact:
DRIE VANCOUVER, RBT

iii) Project Name: FISH REFRIGERATION EQUIPMENT
Approximate Value: $ 4 M
Financing Source: 023 EDC
For further info. please contact:
DRIE OTTAWA/GMEE, RBT

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be low
- approval of technical standards can present problems in the case of some imported products

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

- non competitive pricing
- the unsuitability of Canadian products for this market
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- 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:
  (1) LACK OF COORDINATION BETWEEN SOVIET FISHERIES MINISTRY AND SOVIET BUYERS (SOVRYBFLOT). (2) PROBLEMS IN FISH QUALITY STANDARDS AND FISH PROCESSING/SHIPPING TIMETABLE.

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 missions
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country