

- difficult to compete with EFTA countries who have geographical or tariff advantage
- reluctance of Canadian companies to comply with regulations respecting labelling requirements and plant certification.

LIMITATIONS OF SOURCING TOOLS CURRENTLY AVAILABLE:

- need to update list of French importers by product type
- need to advise post of changes in Canadian supply situation on timely basis
- need to encourage companies to forward promotional literature to posts
- need to update WIN exporters directory, their products and company profile
- need to broaden base of companies recruited for major European shows
- need to file reports on post and headquarters officers visits to companies interested in the market, their capabilities and objectives.

POST EXPORT ACTIVITIES PLANNED OR IN PROGRESS

- 1) identification of French importers and Canadian exporters for improved enquiry handling and more rapid information access; establishment of WIN system