

Export and Investment Promotion Planning System

MISSION: 341 CAIRO

COUNTRY: 564 ARAB REPUBLIC OF EGYPT

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 moderate
- 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 financing from Canada
- difficulties in obtaining credit facilities in Canada

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
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market

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

Activity: SUPPORT OF AECL FOR CANDU SALE.

Results Expected: CONTRACT FOR REACTOR 1991.

Activity: ANALYSE 5-YEAR PLAN AND IFI PIPELINE TO SELECT BEST CANDIDATE PROJECTS FOR CANADIAN SALES EXPORTS.

Results Expected: SHORTLIST OF 5 PROJECTS FOR CANADIAN SUPPLIERS.

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: COMPLETE SIGNATURE AND FINANCING AGREEMENT FOR \$24 MILLION METRO-SEPTIA PROJECT.

Results Expected: CONTRACT IN FORCE.