

RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: DUSSELDORF

Country: GERMANY WEST

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. INDUSTRIAL MACHIN, PLANTS, SERV.
STRENGTH OF GERMAN MARKETING AND SUPPORT OF EDC FINANCING (FOR THIRD COUNTRY COOP). PRICING AND EXCHANGE RATE SHIFT IN FAVOUR OF CDN \$ EXPORTS. LARGE DOMESTIC GERMAN MARKET FOR SPECIALIZED, HIGH QUALITY MACHINERY. FIRST-CLASS INDUSTRIAL TRADE FAIRS IMPORTANT FOR INT'L MARKETING.
2. FOREST PRODUCTS, EQUIP, SERVICES
PRICE COMPETITIVENESS. LARGE MARKET FOR BUILDING MATERIALS AND PAPER PRODUCTS. SPECIAL QUALITIES OF HEMLOCK AND CEDAR. LAUNCH OF EQUIPMENT AND ENGINEERING EXPORTS FOR EASTERN EUROPE MARKET.
3. CONSUMER PRODUCTS & SERVICES
LARGE DOMESTIC MARKET AND HIGH LEVEL OF CONSUMER SPENDING. NEW REPUTATION OF CANADIAN DESIGN FOR FASHION (LARGELY UNKNOWN HERE). EXCELLENT MARKET EXPOSURE THROUGH TRADE FAIRS (FURNITURE, FASHIONS, LEISURE WEAR, ETC.).
4. FISHERIES, SEA PRODUCTS & SERV.
DIVERSIFY MARKETS FOR CANADIAN SEAFOOD PRODUCTS. LARGE MARKET WITH GOOD DISTRIBUTION NETWORK. GERMANY IS SOURCE OF PRODUCT-ENHANCING TECHNOLOGY (I.E. PROCESSING).
5. AGRI & FOOD PRODUCTS & SERVICE
LARGE DOMESTIC MARKET WITH GOOD DISTRIBUTION NETWORK. COMPETITIVE PRICING IN CANADIAN \$. UNIQUE FOOD SHOW ANUGA IN OCTOBER, 1989.

The most important current Canadian export sectors to this market are (based on actual export sales):

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| 1. FOREST PRODUCTS, EQUIP, SERVICES | 4. FISHERIES, SEA PRODUCTS & SERV. |
| 2. MINE, METAL, MINERAL PROD & SRV | 5. INDUSTRIAL MACHIN, PLANTS, SERV. |
| 3. AGRI & FOOD PRODUCTS & SERVICE | |