

RPT01

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: CAIRO

Market: ARAB REPUBLIC OF EGYPT

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: SUPPORT GOVT EFFORTS TO CERTIFY CANOLA FOR CONSUMPTION
Expected Results: GET CANOLA OIL SPECIFIED IN GOVT TENDERS

Activity: IDENTIFY PROSPECTIVE EGYPTIAN CANOLA FARMERS
Expected Results: INTRODUCE CAN CANOLA FARMING EXPERTISE

Activity: SUPPORT GFFCO TO PRIVATELY IMPORT & BOTTLE CANOLA
Expected Results: ESTABLISH CANOLA IN SUPERMKTS TO INDUCE CONS TO SIGN-UP MORE AGENTS

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: ORGANIZE GOF STANDARDS COMMITTEE MAR/89 VISITS TO CDA
Expected Results: CONVINC COMITTEE TO SPECIFY CANOLA & NOT RAPSEED FOR IMPORT

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ENCOURAGE CANOLA COUNCIL TO INCLUDE CAIRO IN FEB/89 MISSION
Expected Results: FACILITATE SPECIFICATION OF CANOLA & STIMULATE FARMERS INTEREST

Activity: GET AG CDA TO INC. EGYPT IN 1989 ANIMAL FEEDS TECHNICAL SEM
Expected Results: ACCELERATE ACCEPTANCE OF CANOLA MEAL AS FEED & STIMULATE FARMING