

Export and Investment Promotion Planning System

MISSION: 346 BAGHDAD

COUNTRY: 305 IRAQ

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
- other factor(s) described by the Trade Office as follows:

LACK OF CREDIT LINE/EXPORT INSURANCE COVER FOR IRAQ HAS HURT CANADIAN EXPORTS.

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
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

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

Activity: RENDER ASSISTANCE TO BELL CANADA INT'L IN FINAL STAGES OF CONTRACT NEGOTIATIONS FOR APPROX \$60 MILLION DEAL WITH IRAQI MINISTRY OF DEFENCE.

Results Expected: SUCCESSFUL CONCLUSION OF THIS DEAL WILL ALLOW BCI TO REOPEN LOCAL OFFICE AND PROVIDE NEEDED REVENUES TO REMAIN IN IRAQI MARKET.

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: SUPPORT ON-GOING ACTIVITIES OF BCI AFTER RE-ESTABLISHMENT OF LOCAL OFFICE IN LIAISON WITH M. O. D. AND PTT.

Results Expected: PROMOTE ADDITIONAL IRAQI INTEREST IN CANADIAN GOODS AND SERVICES.

Activity: ASSUMING BCI IS SUCCESSFUL IN OBTAINING SECTION 31 FINANCING, POST WILL COMMENCE MORE ACTIVE PROMOTION OF OTHER CANADIAN COMMUNICATIONS PRODUCTS IN IRAQ.

Results Expected: DEVELOP NEW PROJECTS/SUPPLY CONTRACTS WORTHY OF CANADIAN GOVERNMENT FINANCING.