

Export and Investment Promotion Planning System

MISSION: 476 BUCHAREST

COUNTRY: 035 ROMANIA

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:

- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

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

Activity: WORK WITH CWB AGENTS WHO ARE INTERESTED IN ROMANIAN MARKET FOR BARLEY AND RYE.

Results Expected: SOME CONTINUING SPOT SALES OF BARLEY AND POSSIBLE RYE.

Activity: CONTINUING PROGRAM OF CALLS ON APPROPRIATE ROMANIAN OFFICIALS/DECISION-MAKERS.

Results Expected: ALERT CWB AND ITS AGENTS TO POTENTIAL OPPORTUNITIES.

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: DEVELOP AND IMPLEMENT A STRATEGY TO FAMILIARIZE ROMANIAN OFFICIALS/DECISION MAKERS WITH CANADIAN CANOLA

Results Expected: CREATE AN ENVIRONMENT IN ROMANIAN FOR CDN CANOLA AND POTENTIAL SALES THEREOF.