

Export and Investment Promotion Planning System

MISSION: 476 BUCHAREST

COUNTRY: 035 ROMANIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: IRRIGATION(TOP PRIORITY) WILL INCREASE
DEMAND FOR ASBESTOS PIPES & LONG-FIBRE
Approximate Value: \$ 2.0 M
Financing Source: 012 DOM 026 CN'TRADE
For further info. please contact:
BONEA/GRANTHAM TLX(651)10690 G. JONES(613)996-7701

iii) Project Name: MODERNIZATION OF BAIA NON-FERROUS
PROCESSING COMPLEX
Approximate Value: \$ 5.0 M
Financing Source: 012 DOM 026 CN'TRADE
For further info. please contact:
BONEA/GRANTHAM TLX(651)10690 G. JONES(613)996-7701

iv) Project Name: INCREASING NEED FOR REFRACTORY
MATERIAL IN ROMANIA
Approximate Value: \$ 1.0 M
Financing Source: 012 DOM 026 CN'TRADE
For further info. please contact:
BONEA/GRANTHAM TLX(651)10690 G. JONES(613)996-7701

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome

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