

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: BELGRADE

Country: BULGARIA

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

1. FOREST PRODUCTS, EQUIP. SERVICES

CANADIAN PULP AND PAPER TECHNOLOGY IS WELL KNOWN IN OTHER E. EUROPEAN COUNTRIES. WHERE BULGARIAN OFFICIALS HAVE BEEN ABLE TO SEE TURNKEY PLANTS IN PERFECT WORKING ORDER. BULGARIA HAS EXTREME SHORTAGE OF ALL QUALITIES OF PAPER PRODUCTS.

2. OTHER SERVICES

BULGARIANS CONTRACT 5-6 MAJOR RECYCLING PROJECTS ANNUALLY. USUALLY WON BY EUROPEANS OR JAPANESE. STRENGTH OF THOSE CURRENCIES VS. U.S. \$ HAS TEMPTED THEM TO LOOK AT NORTH AMERICAN TECHNOLOGY. CANADIAN COMPANY HAS PRESENTED TWO BIDS OF INTEREST TO BULGARIANS FOR EQUIVALENT TECHNOLOGY PLUS COMPETITIVE PRICES.

3. AGRI & FOOD PRODUCTS & SERVICE

TWO CANADIAN COMPANIES HAVE RECENTLY BEEN SUCCESSFUL (MEAT PROCESSING, TOBACCO) IN THIS SECTOR. PAVING WAY FOR ACCEPTANCE OF OTHERS IN MKT. FOOD PROCESSING ACCOUNTS FOR 24.4% BULGARIAN INDUSTRIAL OUTPUT (PLUS SIGNIFICANT EXPORTS). AND IS TARGETED FOR EXPANSION.

4. GRAINS AND OILSEEDS

BULGARIA HAS SUFFERED THREE CONSECUTIVE BAD GRAIN HARVESTS. DUE TO ADVERSE CLIMATIC CONDITIONS. THE BULGARIANS HAD TO GO TO THE INNTL MARKET TO MAKE UP SHORTFALLS. CANADIAN SALES OF \$43.7 MILLION (1986) AND \$23.3 MILLION (1987) MAY BE FOLLOWED BY ADDITIONAL EXPORTS IN 1989 ESP. SINCE OUR COMP. ON SPOT MKT.. USA, HAD EXTREMELY BAD HARVEST-1988

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

1. GRAINS AND OILSEEDS

2. FOREST PRODUCTS, EQUIP. SERVICES

3. AGRI & FOOD PRODUCTS & SERVICE

4. MINF. METAL. MINERAL PROD & SRV