

## Export and Investment Promotion Planning System

MISSION: 402 ATHENS

COUNTRY: 159 GREECE

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
- the unsuitability of Canadian products for this market
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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
- support provided by the PEMD program
- participation in trade fairs
- 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

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: MEET NEW BUYERS AND ENCOURAGE VISITS TO CANADIAN SUPPLIERS.  
ENCOURAGE WIDER CANADIAN PARTICIPATION, SERVICING MARKET.

Results Expected: - MORE VISITS TO CANADA  
- NEW BUYERS  
- INCREASED SALES