

Export and Investment Promotion Planning System

MISSION: 474 BELGRADE

COUNTRY: 599 YUGOSLAVIA

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

- exports of certain products or services to this country are subject to Canadian export controls
- 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:

- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

TESTATION PERIOD OF PROJECTS IN THAT SECTOR SPANS OVER SEVERAL YEARS.

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
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this 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: ACTIVE PROGRAM OF VISIT TO YUGOSLAV UTILITIES TO MONITOR THEIR ENERGY DEVELOPMENT PLANS AND TO INCREASE THEIR AWARENESS OF CANADIAN EXPERTISE AND CAPABILITY.

Results Expected: IN THE LONG RUN, AWARD OF BOILERS, TURBINES AND INSTRUMENTATION CONTRACTS TO CANADIAN COMPANIES.

Activity: ONGOING SUPPORT OF AECL CANDU PROPOSAL.

Results Expected: AWARD OF NUCLEAR POWER STATION CONTRACT TO AECL.