

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: AMMAN

Market: JORDAN

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Non-competitive pricing
- Non-competitive financing
- GOVT. MONOPOLY IN IM-
- PORT OF BASIC FOODST

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CANADA-JORDAN LENTIL MECHANIZATION PROJECT
Expected Results: SUCCESSFUL DEMONSTRATION OF CDN DRY-AND FARMING TECH: EQUIP-
MENT SALES

Activity: CERTIFICATION OF ADDITIONAL CDN SEED POTATO VARIETIES
Expected Results: 3 NEW TYPES TO BE APPROVED IN 89-90

Activity: AGRI-CHEMICALS PRODUCTION JOINT VENTURE (PRIVATE SECTOR)
Expected Results: CONSTRUCTION OF LOCAL PLANT USING CDN TECHNOLOGY

Activity: SOUTHEAST CERFAL GRAINS PROJECT
Expected Results: AWARD OF MANAGEMENT CONTRACT TO CDN CONSULTANT

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: TECHNICAL SEMINAR : LIVESTOCK SECTOR (DAIRY)
Expected Results: INTRODUCTION OF CDN TECHNICAL SERVICES TO PUBLIC AND PRIVATE
SECTOR CLIENTS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: INTRODUCTION OF 6 NEW SEED POTATO VARIET. FOR PHASE I TRIALS
Expected Results: CERTIFICATION FOR IMPORT IN 1991 (2 YEAR PROGRAM)