

## Export and Investment Promotion Planning System

MISSION: 341 CAIRO

COUNTRY: 564 ARAB REPUBLIC OF EGYPT

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

- approval of technical standards can present problems in the case of some imported products

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
- other factor(s) described by the Trade Office as follows:

PREQUALIFICATION REQUIRED FOR SALE OF EQUIPMENT AND SERVICES FOR EXPLORATION AND DRILLING

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:

- strong sectoral capability in Canada

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.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: VISITS TO AGENTS, PUBLIC SECTOR OFFICIALS, AND JV OPERATORS TO GATHER INFO, PREPARE REPORT.

Results Expected: SECTOR PROMOTIONAL STRATEGY.