

Export and Investment Promotion Planning System

MISSION: 476 BUCHAREST

COUNTRY: 035 ROMANIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: SUPPLY THE ROM. CHEMICAL IND. WITH CDN
SULPHUR

Approximate Value: \$ 10 M

Financing Source: 025 OTHER

For further info. please contact:

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iii) Project Name: IRRIGATION(TOP PRIORITY)WILL INCREASE
DEMAND FOR ASBESTOS PIPES/LONG FIBRE ASB

Approximate Value: \$ 15 M

Financing Source: 025 OTHER

For further info. please contact:

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

- there are import restrictions which can present significant problems
- 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:

- 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
- non-tariff protectionist measures which are difficult to overcome

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:

- 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
- the existence of a bilateral economic/trade arrangement between Canada and this country

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

Activity: ONGOING SUPPORT FOR CANADIAN EXPORTERS OF IRON ORE, SULPHUR
ASBESTOS.

Results Expected: INCREASED EXPORT MARKET.