

Export and Investment Promotion Planning System

MISSION: 475 MOSCOW

COUNTRY: 553 UNION OF SOVIET SOC REP

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

ii) Project Name: DRYLAND FARMING AND MACHINERY LICENSING

Approximate Value: \$ 3 M

Financing Source: 023 EDC 012 DOM

For further info. please contact:

ANDRE BENOIT, MOSCOW TLX: 413401 DMCAN SU

iii) Project Name: BAKERY AND REFRIGERATION EQUIPMENT

Approximate Value: \$ 2 M

Financing Source: 023 EDC 012 DOM

For further info. please contact:

ANDRE BENOIT, MOSCOW TLX: 413401 DMCAN SU

iv) Project Name: MEAT PROCESSING EQUIPMENT

Approximate Value: \$ 4 M

Financing Source: 023 EDC 012 DOM

For further info. please contact:

ANDRE BENOIT, MOSCOW TLX: 413401 DMCAN SU

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

- the degree of import duty protection of local industry tends to be low
- 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:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- 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:
(1)VETERINARY PROBLEMS. (2)LACK OF COORDINATION BETWEEN SOVIET BUYER(SKOTOIMPORT)AND END-USER(GOSAGROPROM). (3)REORGANIZATION OF AGRICULTURAL BUREAUCRACY. (4)ACCESS TO END-USERS AND TEST RESULTS.

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
- use of provincial governments export promotion activities
- 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