

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: CATRN

Market: ARAB REPUBLIC OF EGYPT

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

Activity: ASSESS PVT SECTOR IMPORT CAP. OF CDN FISH  
Expected Results: IDENTIFY POTENTIAL MKT OPPORTUNITIES & INTRODUCE CDN COYS TO PROSPECTIVE EGYPTIAN BUYERS

Activity: OBTAIN INFO ON EXPECTED DVLTs IN THE FIELD OF AQUACULTURE  
Expected Results: CONFIRM THE REQUIREMENTS, TIMING & FUNDING FOR FUTURE PROJECT  
GENERATE CDN INTEREST

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

Activity: ANALYZE DEPARTMENTAL INFO ON CDN INTEREST & PRICE COMPETITIV  
Expected Results: REEVALUATE PAST PROMOTIONAL EFFORTS

Activity: UPDATE THE EXISTING MKT REPORT  
Expected Results: GENERATE CDN INTEREST & REFINER THE EXISTING MARKETING STRATEGY

Activity: OBTAIN INFO ON LOCAL HEALTH REGS & CUSTOMS CLEARANCE PROC.  
Expected Results: ADDRESS CDN CONCERNS TO THE EFFECT THAT TIGHT PARASITE TOLERANCE UNDERMINE CDN TRADE EFFORTS