

Export and Investment Promotion Planning System

MISSION: 471 WARSAW

COUNTRY: 099 POLAND

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
- participation in trade fairs
- 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
- the existence of a bilateral economic/trade arrangement between Canada and this country
- the availability of competitive Canadian financing

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.

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

Activity: CORPORATE LIAISON PROGRAM WITH FOREIGN TRADE ORGANIZATION TO RE-ESTABLISH CANADIAN INTEREST AND CAPABILITIES.

Results Expected: LEADS TO PROJECTS APPROVED UNDER NEW 5 YEAR PLAN AND REQUESTS FOR BIDS BY CANADIAN COMPANIES.

Activity: RENEWED CONTACT WITH ACTUAL END-USERS TO DETERMINE SPECIFIC REQUIREMENTS AND PRODUCT NEEDS.

Results Expected: IMPROVED GUIDANCE TO SOURCE CANADIAN PRODUCTS TECHNOLOGY COMPETITIVE.