

Export and Investment Promotion Planning System

MISSION: 346 BAGHDAD

COUNTRY: 305 IRAQ

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: CANOLA TECHNICAL AWARENESS SEMINARS (ORIGINALLY SCHEDULED FOR 1987/88 TO BE RESCHEDULED) CANADIAN INDUSTRY MUST BE CONVINCED OF ATTRACTIVENESS OF IRAQI AND ARAB MARKET.

Results Expected: IMPROVE ARAB AWARENESS OF TECHNICAL, NUTRITIONAL AND AGRICULTURAL MERITS OF GROWING AND CONSUMING CANADIAN CANOLA.

Activity: CONTINUE WORK WITH APPLIED AGRICULTURAL RESEARCH CENTRE AND COLLEGE OF AGRICULTURE, UNIVERSITY OF BAGHDAD, TO EXPAND FIELD TRIALS OF CANADIAN CANOLA CULTIVATED IN IRAQ.

Results Expected: PRELIMINARY RESULTS HAVE BEEN OUTSTANDING; IF EXPERIENCE CONTINUES, LARGE MARKET FOR CANOLA SEED COULD BE CREATED.

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: WORK WITH ARAB FEDERATION FOR FOOD INDUSTRIES TO INCREASE EXPOSURE TO CANADIAN TECHNOLOGY AND EXPERIENCE IN OILSEEDS AND OTHER FOOD AREAS.

Results Expected: WITH GREATER EXPOSURE, ARAB (AND IRAQI) FOOD INDUSTRIES ARE MORE LIKELY TO SEEK OUT CDN SOURCES OF SUPPLY.