

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

416

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BUNN

Market: GERMANY WEST

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Restrictive quotas
- Restrictive standards
- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- CERTIFICATES
- LONG-TERM COMMITMENT.

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

Activity: LIVE ANIMALS, SEMEN (SANITARY REGS)  
Expected Results: STANDSTILL, REDUCTION AND REMOVAL OF TARIFFS AND NTBS IN AGRICULTURE SECTOR.

Activity: MEAT (HORMONES, THIRD COUNTRY DIRECTIVE)

Activity: GRAINS, OIL AND FLOUR PULSES (SUBSIDIES, LEVIES, IMPORT DEP)

Activity: WINE (SUBSIDIES ON GRAPES) PROCESSING

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: BERLIN GREEN WEEK  
Expected Results: INCREASED UNDERSTANDING FOR CDN & GERMAN POSITIONS ON AGRICULTURE ISSUES.