

Export and Investment Promotion Planning System

MISSION: 474 BELGRADE

COUNTRY: 599 YUGOSLAVIA

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

ii) Project Name: MODERNIZATION & EXPANSION OF WOOD PROCESSING PLANTS IN BOSNIA & HERCEGOVINA.

Approximate Value: \$ M

Financing Source: 025 OTHER

For further info. please contact:

MR. KRSTA DJORDJEVIC, COMM. OFF. TLX: 11137 DOMCA YU

iii) Project Name: REFURBISHING OF PULP & PAPER INDUSTRY IN BOSNIA AND HERCEGOVINA

Approximate Value: \$ M

Financing Source: 025 OTHER

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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

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- other factor(s) described by the Trade Office as follows:

THIS IS A MAJOR SECTOR FOR YUGOSLAVIA. RECENT SHORTAGE OF HARD CURRENCY HAS CURTAILED/SLOWED IMPLEMENTATION FOR SOME PROJECTS AIMED AT REFURBISHING AND MODERNIZING FORESTRY EXPLOITATION, PULP AND PAPER MILLS AND SAWMILLS.

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
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- 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.