

Export and Investment Promotion Planning System

MISSION: 402 ATHENS

COUNTRY: 159 GREECE

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:

- 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

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: AGRICAN TO PROVIDE PROOF OF PHYTOSANITARY CONTROL ACCEPTABLE TO EC STANDARDS ALTHOUGH POLITICAL OVERTONES ARE OBVIOUS.

Results Expected: DECISION BY EEC.

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: LOBBY GREEK GVT TO SECURE THEIR SUPPORT FOR EEC DEROGATION ALLOWING SALES OF CDN SEEDS POTATOES.

Results Expected: IF DEROGATION GRANTED ANNUAL SALES OF SEED POTATOES OF \$0.5 - \$1 MILLION POSSIBLE.