

## 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:

- aggressive marketing on the part of Canadian Exporters
- 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: ENSURE COMPLETE FULFILLMENT OF CONTRACT TO SUPPLY 22,000 M. T. OF NEWSPRINT BY INTERNATIONAL BOARD OF MARKETING ASSOCIATES(MONTREAL

Results Expected: IF CONTRACT IS SATISFACTORILY CONCLUDED, PROSPECTS FOR ADDITIONAL SALES FROM CANADA WILL BE EXCELLENT.

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: RECRUIT MAJOR CANADIAN NEWSPRINT PRODUCERS TO BID ON IRAQI 1988-89 REQUIREMENTS.

Results Expected: TOTAL IRAQI MARKET CAN BE SECURED FOR CDN PRODUCERS IF ONE OR MORE EXPORTERS WILLING TO SUPPLY IRAQ.