

Export and Investment Promotion Planning System

MISSION: 341 CAIRO

COUNTRY: 564 ARAB REPUBLIC OF EGYPT

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
- the presence of CIDA programs which have opened the market to Canadian companies

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

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

Activity: THE CIDA COMMODITY AID TENDER TO INTRODUCE CANADIAN SPEC COKING COAL IN 1988 AND SULPHUR IN 1989.

Results Expected: 1) INITIAL SALE OF 40,000 TONNE COAL.
2) ACCEPTANCE OF CANADIAN SPEC FOR MINING WITH OTHERS.

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: STUDY OF EGYPTIAN MARKETS FOR CANADIAN MINERAL EXPORTS.

Results Expected: SECTOR STRATEGY AND PROMOTIONAL PLAN.

Activity: FOLLOW-UP SUCCESS IN USE OF INTRODUCTORY CANADIAN AID COAL SHIPMENTS AND SEEK ADAPTATION OF EGYPTIAN SPECS TO PERMIT CANADIAN QUOTES.

Results Expected: FIRST COMMERCIAL SHIPMENT OF CANADIAN COAL.