

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ALGIERS

Market: ALGERIA

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- PEMU support
- Fairs and Missions support
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive standards
- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
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- LA COMPETI'N SUBVEN.
- LE CDA FAIT FACE A LA COMPETITION
- DIRECTEMENT SUBVENT. PAR LES PAYS

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

Activity: CONTINUER LES CONSULTATIONS AVEC LES EXPORTATEURS.
Expected Results: OBTENIR DE NOUVEAUX MARCHES.

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

Activity: FOIRE AGRICOLE AVEC SEMINAIRE DE POMME DE TERRE DE SEMENCE
Expected Results: PENETRER LE MARCHÉ.