

Export and Investment Promotion Planning System

MISSION: 476 BUCHAREST

COUNTRY: 035 ROMANIA

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

- iii) Project Name: SUPPLY ROM. WITH RAW HIDES
Approximate Value: \$ 5 M
Financing Source: 025 OTHER
For further info. please contact:

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- 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:

- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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:

- No factors reported by mission

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: ONGOING SUPPORT FOR POTENTIAL CDN EXPORTERS OF TURKEY BREEDING STOCK, SEMEN, EMBRYOS AND HIDES.

Results Expected: CREATE AND EXPORT MARKET

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: DEVELOP PROGRAM OF CALLS ON APPROPRIATE ROMANIAN OFFICIALS/DECISION MAKERS.

Results Expected: ENHANCED CANADIAN PROFILE WITH END-USERS AND POSSIBLE FUTURE SALES.