

Export and Investment Promotion Planning System

MISSION: 475 MOSCOW

COUNTRY: 553 UNION OF SOVIET SOC REP

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

ii) Project Name: FIVE YEAR PLAN OILSEEDS TARGETS
Approximate Value: \$ 25 M
Financing Source: 012 DOM
For further info. please contact:
ANDRE BENOIT, MOSCOW TLX: 413401 DMCAN SU

iii) Project Name: FIVE YEAR PLAN DRYLAND AGRICULTURE TARGETS
Approximate Value: \$ 20 M
Financing Source: 012 DOM
For further info. please contact:
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The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
(1) SEED SALES CANNOT BE MADE UNTIL TESTS ARE MADE. (2) CANADIAN EXPORTERS HAVE NOT YET MADE JAPANESE AND AMERICAN TRADING HOUSES WITH MOSCOW OFFICES FAMILIAR WITH THEIR PRODUCTS.

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:

- participation in trade missions
- use of provincial governments export promotion activities
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country

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

- product/service information from Canadian companies