

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: EASTERN EUROPE

Mission: 475 MOSCOW

Market: 553 UNION OF SOVIET SOC REP

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 003 GRAINS AND OILSEEDS

REASONS: THE SOVIET UNION IS CANADA'S LARGEST MARKET FOR GRAINS. CLIMATIC CONDITIONS AS WELL AS POOR DISTRIBUTION & HANDLIND CREATE SHORTFALLS IN DOMESTIC PRODUCTION.

2. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: AGRICULTURAL REFORM IS AT TOP OF THE POLITICAL AGENDA FOR REORGANIZATION. CONTINUED INPUT OF HIGH QUALITY IMPORTS WILL BE REQUIRED FOR FORESEEABLE FUTURE AS REFORMS ARE NOT EXPECTED TO SHOW ADEQUATE RESULTS.

3. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: WITH OIL & GAS EXPORTS STILL AMOUNTING TO A LARGE PORTION OF HARD CURRENCY EARNINGS, THE USSR CONTINUES TO REQUIRE EXTENSIVE DEVELOP. OF ITS HYDROCARBON RESOURCES IN ARCTIC CONDITIONS, BITUMEN & OFF SHORE.

4. 005 COMM. & INFORM. EQP. & SERV

REASONS: AT PRESENT THE TELECOMMUNICATIONS SYSTEM IN THE USSR IS OUT OF DATE & IN NEED OF IMPROVEMENT. THIS NEED HAS BEEN IDENTIFIED & THE BUREAUCRACY IS STARTING TO FOCUS RESOURCES ON THIS SECTOR.

5. 002 FISHERIES, SEA PRODUCTS & SERV.

REASONS: FISH PRODUCTS PURCHASE QUOTAS HAVE BEEN AGREED TO BY THE SOVIET IN EXCHANGE FOR FISHING RIGHTS OFF THE CANADIAN COAST.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 003 GRAINS AND OILSEEDS
2. 011 OIL & GAS EQUIPMENT, SERVICES
3. 010 MINE, METAL, MINERAL PROD & SRV
4. 001 AGRI & FOOD PRODUCTS & SERVICE
5. 002 FISHERIES, SEA PRODUCTS & SERV.