

Export and Investment Promotion Planning System

MISSION: 346 BAGHDAD

COUNTRY: 305 IRAQ

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
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country
- the availability of competitive Canadian financing

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

Activity: ASSIST CANADIAN WHEAT BOARD IN ITS RELATIONS WITH IRAQI GRAIN BOARD IN THIRD YEAR OF CANADA-IRAQ LONG TERM AGREEMENT.

Results Expected: ENSURE SMOOTH RUNNING OF LTA AND ASSIST WHEN PAYMENTS TO CWB ARE DELAYED.

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: MONITOR STATUS OF TRANSPORTATION CREDITS GRANTED BY USA AND AUSTRALIA AND ADVISE CWB ABOUT RECOMMENDED CANADIAN POLICY.

Results Expected: HELP TO PROTECT SIZEABLE CANADIAN MARKET SHARE OF IRAQI GRAIN IMPORTS.

Activity: CO-ORDINATE NEW TRAINING ACTIVITIES OF CANADIAN INTERNATIONAL GRAINS INSTITUTE FOR IRAQI SPECIALISTS.

Results Expected: ENHANCE REPUTATION OF CANADA AS TECHNOLOGICALLY ADVANCED SUPPLIER OF HIGHEST QUALITY MILLING WHEAT.