

RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: BONN

Country: GERMANY WEST

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

1. DEFENCE PROGRAMS, PRODUCTS, SERV
GOVT TO GOVT MOU ON DEFENCE TRADE OFFERS GOOD POSSIBILITIES FOR DIRECT SALE, JOINT VENTURES AND COOPERATIVE R & D.
SECURITY EQUIPMENT MARKET IS RAPIDLY GROWING IN FRG.
2. AGRI & FOOD PRODUCTS & SERVICE
GOOD DEMAND FOR AG., FISH & FOOD PRODUCTS EXISTS BUT MARKET IS HIGHLY REGULATED AND STRICTLY CONTROLLED.
3. CONSUMER PRODUCTS & SERVICES
CULTURAL INDUSTRY HAS GOOD MARKETS IN HIGHLY DEVELOPED FRG.
4. ADVANCED TECH. PROD. & SERV
DEREGULATION OF COMMUNICATIONS BY BUNDESPOST HAS CREATED GOOD OPPORTUNITIES FOR NEW TECHNOLOGY.
5. FISHERIES, SEA PRODUCTS & SERV.

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

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|-------------------------------------|---------------------------------|
| 1. DEFENCE PROGRAMS, PRODUCTS, SERV | 4. CONSUMER PRODUCTS & SERVICES |
| 2. ADVANCED TECH. PROD. & SERV | |
| 3. FISHERIES, SEA PRODUCTS & SERV. | |