

RPTCL TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ANKARA

Market: TURKEY

Sector : OIL & GAS EQUIPMENT, SERVICES

Sub-Sector: MACHINERY AND EQUIPMENT

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	175.00 \$M	560.00 \$M	400.00 \$M	450.00 \$M
Canadian Exports	2.50 \$M	2.00 \$M	3.80 \$M	150.00 \$M
Canadian Share of Market	1.40 %	0.30 %	1.00 %	33.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	20.00 %
UNITED KINGDOM	15.00 %
FRANCE	12.00 %
ITALY	10.00 %
JAPAN	10.00 %

Current Status of Canadian
exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. NATURAL GAS DISTRIBUTION NETWORK EQUIPMENT
2. NATURAL GAS HEATING EQUIPMENT
3. OILFIELD EQUIPMENT
4. LNG STORAGE AND TRANSPORT SYSTEMS
5. CONVERSION KITS FOR VEHICLES
6. NATURAL GAS FILLING STATION EQUIPMENT
7. SCADA SYSTEMS FOR LNG NETWORKS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory