

Export and Investment Promotion Planning System

MISSION: 327 RABAT

COUNTRY: 115 MOROCCO

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

iii) Project Name: PROJET FORMATION PROFESSIONNELLE

BANQUE MONDIALE

Approximate Value: \$ 33.0 M

Financing Source: 001 IBRD

For further info. please contact:

B. PICARD, TEL001-212-713-75, L. LANDY, TEL(613)9936586

iv) Project Name: CONSTRUCTION & EQUIPEMENT POUR 2 CPR ET

5 LYCEES, B. A. D.

Approximate Value: \$ 49.0 M

Financing Source: 005 AFDB

For further info. please contact:

B. PICARD, TEL001-212-713-75, L. LANDY, TEL(613)9936586

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 moderate

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
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

TROP PEU DE MARQUES CANADIENNES ADEQUATEMENT REPRESENTEES AU MAROC.

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:

- competitive export pricing for this market

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

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

- the adequacy of exporter information in Canadian Directories