

Export and Investment Promotion Planning System

REPT: SYN-GEO 87/88 A. Post export program priorities

Region: WESTERN EUROPE

Mission: 402 ATHENS

Market: 159 GREECE

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

1. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: GREECE IS SPENDING APPROX. 7% OF ITS G.N.P. ON DEFENCE (ABOUT \$3 BILLION).

2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: OLYMPIC HAS TENDERED FOR RENEWAL OF A/C FLEET BY PURCHASING 10-15 NEW 50 SEATER A/C, POST WILL REPORT DVLPT IN METRO MELLAS REF: SYSTEM CHOICE/LINE CONSTRUCTION EQUIPMENT PUNCH (\$250M).

3. 005 COMM. & INFORM. EQP. & SERV

REASONS: HELLENIC TELECOMM. ORGANIZATION PROGRAM INCLUDES THE CREATION OF DATA PROCESSING & DISTRIBUTION SYSTEM, AS WELL AS THE DEVELOPMENT OF ITS TELECOMMUNICATION SYSTEM.

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

1. 013 CONSUMER PRODUCTS
2. 002 FISHERIES, SEA PRODUCTS & SERV.
3. 001 AGRI & FOOD PRODUCTS & SERVICE
4. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
5. 009 FOREST PRODUCTS, EQUIP, SERVICES