

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: NAIROBI

Market: KENYA

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Market prospects have not been adequately explored
- \_\_\_\_\_
- \_\_\_\_\_

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: Assist EDC/Lavalin in finalizing negotiations for participation with Japan and France in W. Kenya Pipeline project  
Expected Results: Contract for more than US \$40 m & spin-off business.

Activity: Extension to 1992 of PCIAC technical assistance to Kenya oil and gas sector will keep Cda in favorable position.  
Expected Results: Further opportunities for Cdn oilfield services and eqpt.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: Strengthen contact with World Bank to promote Cdn expertise in this sector and to identify opportunities for Cdn firms.  
Expected Results: Improved access to other sources of concessional financing.