

Export and Investment Promotion Planning System

MISSION: 401 ANKARA

COUNTRY: 548 TURKEY

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

iii) Project Name: OZKOY HEPP (150 MW)
Approximate Value: \$ 15 M
Financing Source: 028 TO/DETER
For further info. please contact:
EXTAFF OTT (613) 995-6438

iv) Project Name: 9 HEPPS INCLUDED IN SOUTH ANATOLIA
PROJECT
Approximate Value: \$ 1000 M
Financing Source: 001 IBRD 025 OTHER
For further info. please contact:
EXTAFF OTT (613) 995-6438

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 low

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
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: CLOSE MONITORING & REPRESENTATION WITH GOVERNMENT AUTHORITIES IN ORDER TO PROMOTE CANADIAN CAPABILITY.

Results Expected: SUCCESS IN PREQUALIFICATION FOR TENDERS.