

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

28

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ANKARA

Market: TURKEY

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- LACK ON INTEREST OF CDN SUPPLIERS
- IN TURKISH REQUIREMENTS.

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

Activity: ORGANIZATION OF A FABRICATED STEEL PRODUCTS SUPPLIER MISSION
Expected Results: INCREASED FAMILIARITY OF TURKISH BUYERS WITH CDN STEEL INDUSTRY.

Activity: ASSIST SRVCE COS WHICH IS NECESSARY STEP/OPENING SECT. IN CDA
Expected Results: SEE BELOW.