

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ALGIERS

Market: ALGERIA

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: MISSION FERROVIAIRE
Expected Results: PERSUADER ALGNS DE LA COMPETENCE ET COMPETITIVITE DES CANADIENS

Activity: CONTINUER PROMOTION SECTEUR FERROVIAIRE (LOCOMOTIVES ET SER)
Expected Results: VENTES EN 1989

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: PREVOIR MISSION TECHNIQUE, FERROVIAIRE AU CANADA
Expected Results: AUGMENTATION ET DIVERSIFICATION DES VENTES CONNES DANS CE SECTEUR

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

Activity: JOURNEE TECHNIQUE EN ALGERIE SECTEUR FERROVIAIRE
Expected Results: DEMONTRER QUALITE DES PRODUITS ET SERVICES CANADIENS