

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ANKARA

Market: TURKEY

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Competitive pricing
- Strong sectoral capability in Canada
- Good local agents - under
- standing of local market
- conditions

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

Activity: Visit to Canada by Turkish Minister of Defence

Expected Results: Promote Cdn capability in defence field-ADATS, Dash 8, C1

Activity: Organization of a Canadian defence products mission

Expected Results: Increased familiarity of Turkish Armed Forces w/Cdn defence

Activity: Present a briefing by DeHavilland to Turkish Military/Air Forces

Expected Results: Promote ASW variant of DASH-8

Activity: Start of negotiations between Cdn firm and Turkish Air Force
s on J 79/85 engine test facilities modernization project

Expected Results: Securing of a contract