

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

11

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ABIDJAN

Market: IVORY COAST

Factors for Canadian exports not reaching market potential:

- Restrictive standards
- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- DIFFERENTS PLUS BASE
- SUR CEUX ACCEPTES EN
- LENTEUR BUREAUCRATIQUE LOCALE &
- CONFLIT ENTRE AGENCES DE DECISION

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

Activity: FINANCEMENT DIT "PRET STRUCTUREL" DE RESTRUCTURATION DE GEST  
Expected Results: PRESTATION DE SERVICE DE CONSULTANT EN GESTION/INFORMATIQUE  
POURRAIT AIDER A MIEUX NOUS POSITIONNER POUR VENTES FUTURES

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

Activity: MISE EN EXECUTION DE SECTEURS DU PLAN ENERGETIQUE GLOBAL  
Expected Results: PRESTATION DES SERVICES DE CONSULTANT FINANCEE PAR ACDI  
VA NOUS AIDER A MIEUX NOUS POSIT POUR LES DEV FUTURS QUE

Activity: REVISION DES ETUDES D'AVANT PROJET & DOCUMENTS D'APPEL