

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPT82

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: ATHENS

Country: GREECE

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. DEFENCE PROGRAMS, PRODUCTS, SERV
GREECE IS SPENDING APPROX. 7% OF ITS G.N.P. ON DEFENCE (ABOUT \$3 BILLION ANNUALLY) WHICH REPRESENTS A WIDE RANGE OF OPPORTUNITIES FOR CANADIAN COMPANIES. GREECE ALSO HAS SEVERAL NATO FINANCED MILITARY PROJECTS.
2. FOREST PRODUCTS, EQUIP, SERVICES
GREECE DOES NOT GROW SUFFICIENT FORESTS TO MEET ITS REQUIREMENTS FOR CONSTRUCTION GRADE TIMBER, ALSO CONSIDERABLE INTEREST HAS BEEN DEVELOPED OVER PAST FEW YEARS BY EMB IN T.F.H. WHICH SHOULD LEAD TO SALES OF PLYWOOD AND OTHER FOREST PRODUCTS AND PULP AND PAPER.
3. OIL & GAS EQUIPMENT, SERVICES
ALL THE OIL PRODUCED IN GREECE (25,000 BPD) IS BY A CANADIAN CONTROLLED CONSORTIUM. THIS SHOULD GIVE US A PREFERRED ACCESS TO THIS CO. WITH BETTER THAN AVERAGE CHANCES TO INTRODUCE CANADIAN GOODS AND SERVICES. GREECE IS ALSO INTRODUCING A BILLION DOLLAR GAS P.L. & LNG PROJECT.
4. ADVANCED TECH. PROD. & SERV
HELLENIC TELECOMMUNICATIONS ORGANIZATION PROGRAM INCLUDES THE CREATION OF A PACKET SWITCHING DATA PROCESSING AND DISTRIBUTION SYSTEM, AS WELL AS THE DEVELOPMENT OF ITS TELECOMMUNICATION SYSTEM INCLUDING RURAL, TELECOMMUNICATIONS, GOODS OPPORTUNITIES EXIST. ALSO FOR SOFTWARE.
5. TRANSPORT SYS, EQUIP, COMP, SERV.
OLYMPIC AVIATION IS EVALUATING BIDS FOR THE RENEWAL OF ITS FLEET. GOVT IS EXPECTED TO PROCEED WITH NEXT PHASE METRO (24KM). CANADA'S INTEREST IS IN A/C, ROLLING STOCK, AND EQUIPMENT SUCH AS RAILS, LOCOS AND A NEW MAJOR OVERHALL. MAINTENANCE SHOP FOR THE RAILWAYS.

The most important current Canadian export sectors to this market are (based on actual export sales):

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| 1. CONSUMER PRODUCTS & SERVICES | 4. TRANSPORT SYS, EQUIP, COMP, SERV. |
| 2. FISHERIES, SEA PRODUCTS & SERV. | 5. FOREST PRODUCTS, EQUIP, SERVICES |
| 3. AGRI & FOOD PRODUCTS & SERVICE | |