

Export and Investment Promotion Planning System

MISSION: 401 ANKARA

COUNTRY: 548 TURKEY

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: EXTENSION IN CONS. SERV. PREVIOUSLY CONTRACTED TO ONT. HYDRO FOR TRANSM. PROJECT

Approximate Value: \$.7 M

Financing Source: 001 IBRD

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The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: MEETING WITH TURKISH ELECTRICITY AUTHORITIES (TEK) TO ASCERTAIN THEIR PLANS TO HIRE A CONSULTING/ENGINEERING FIRM FOR IBRD FINANCED POWER GENERATION PLANTS & TRANSMISSION LINE REHABILITATION PROJECT.

Results Expected: INVITATION BY TEK OF ONTARIO HYDRO OFFICIALS FOR DISCUSSIONS ON CONSULTANCY SERVICES.