

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTCL

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
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory
- GOOD LOCAL AGENT; GOOD
- UNDERSTANDING 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

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

Activity: FINAL NEGOTIATIONS OF LLAD CONTRACT
Expected Results: CONTRACT AWARD TO CDN SUPPLIER

Activity: AGGRESIVE MARKETING OF CDN TRANSPORT AIRCRAFT CAPABILITY
Expected Results: SHORT LISTING OF CDN SUPPLIER

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

Activity: IDEA 89 INT'L DEFENCE, ELECTRONICS AND AVIONICS SHOW
Expected Results: INCREASE AWARENESS BY TURKISH MILITARY OF CDN DEFENCE SYSTEMS/PRODUCTS