

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ANKARA

Market: TURKEY

Sector : MINE, METAL, MINERAL PROD & SRV

Sub-Sector: MINERALS AND MINERAL PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	4174.00 \$M	3600.00 \$M	3252.00 \$M	3050.00 \$M
Canadian Exports	52.00 \$M	48.00 \$M	70.00 \$M	80.00 \$M
Canadian Share of Market	1.20 %	1.33 %	1.84 %	2.60 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries

Market Share

GERMANY WEST	15.00 %
SWITZERLAND	15.00 %
BELGIUM	10.00 %
JAPAN	10.00 %
SPAIN	10.00 %
ITALY	10.00 %

Current Status of Canadian
exports in this sector/subsector: well established and growing

Products/services for which there are good market prospects:

1. ALUMINIUM INGOTS
2. ASBESTOS FIBRE
3. STEEL BLOOMS, BILLETS & STABS
4. PIG IRON
5. SCRAP METAL
6. SHEETS, COILS
7. RAILS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- Strong sectoral capability in Canada