

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: NAIROBI

Market: KENYA

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Non-competitive financing
- Market prospects have not been adequately explored
- _____
- _____

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: Promote Canadian capabilities with Ministries of Agriculture and Livestock as well as with private sector

Expected Results: Increased sales

Activity: Sending private sector agricultural/livestock mission to appropriate industry/fair in 1990

Expected Results: Increased exposure and possible sales/joint ventures