

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 : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: URBAN TRANSIT

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	100.00 \$M	125.00 \$M	100.00 \$M	50.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	40.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	80.00 %

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

Major Competing Countries	Market Share
CANADA	0.00 %
SWEDEN	100.00 %
GERMANY WEST	0.00 %
FRANCE	0.00 %
BELGIUM	0.00 %
UNITED KINGDOM	0.00 %

Current Status of Canadian
exports in this sector/subsector: No export results to date

Products/services for which there are good market prospects:

1. HEAVY RAIL URBAN TRANSIT SYSTEMS
2. LIGHT RAIL URBAN TRANSIT SYSTEMS
3. URBAN TRANSIT CONSULTING

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory
- WELL CHOSEN LOCAL PARTNER