

REGIONAL ASSESSMENT

Almost without exception, each of these represents an extremely limited market unless participating in a development bank or aid project. Canadian companies have displayed a notable lack of interest in the market, beyond those types of projects mentioned earlier. The Department will continue to support marketing activities by Canadian firms which are focused upon such externally funded development projects.

It should be noted that there are incredible needs for telecom in these, and most other, African countries. It must be assumed that the increasing democratization of these countries will eventually result in increased market opportunities for Canadian firms. However, the Department's limited trade development funds would accrue more benefits to Canadian firms if export promotion efforts were directed to markets of more immediate viability for the typical Canadian firm.

TIER C: Ivory Coast, Zimbabwe

Morocco - Viable market, but with no concas-covery or export financing

Saudi Arabia - Limited success in recent years for Canadian companies. The Kingdom's ambitious plan to add 750K lines has resulted in major marketing efforts by Northern Telecom and others. BCI is also active, with their chances of success bolstered by their seven years of tenure in the Kingdom. A Canadian paging system (Glenova) is in place, with expansion of system possible sometime during the next two/three years. A local agent is ineffective, and selection should be made carefully, as a competitor's "chosen one" will probably represent them for as long as they are in the market (Such agreements are very difficult to break).

Israel - interesting market, but one which attracts little focused attention in terms of telecom export promotion. Demarcation between commercial telecom and defence is blurred, making export permits necessary.

Tunisia - Good market potential for GATV, switching, microwave, and radio and paging systems, but financing is a necessity.