

Export and Investment Promotion Planning System

MISSION: 402 ATHENS

COUNTRY: 159 GREECE

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- No factors reported by mission

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: ASSIST DEHAVILLAND RE THEIR PROPOSAL FOR THE RENEWAL OF THE A/C FLEET OF OLYMPIC AVIATION.

Results Expected: AWARD OF CONTRACT

Activity: PROVIDE ASSISTANCE TO CANADAIR RE THEIR PROPOSAL TO THE HELLENIC AIRFORCE FOR CHALLENGER JET.

Results Expected: FIRM PROPOSAL - AWARD OF CONTRACT.

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

Activity: ASSIST DHC/BOEING IN APPOINTING AGENT AS REQUIRED.

Results Expected: AGREEMENT WITH AGENT.

Activity: INTRODUCE NEW CL-215-T TO MINISTRIES (CLIENTS), E. G., AGRICULTURE, MERCHANT MARINE, HELLENIC NAVY, TRANSPORT - CL-215T.

Results Expected: RFP, VISITS FROM SUPPLIERS.