

are also likely to be procured under the terms of a World Bank loan to Jordan for the telecommunications sector. These purchases are expected to reach \$100 million (US) in value for the 1989-90 period.

Major competition will come from Japanese and European sources who have traditionally played an important role in local telecommunications development. The presence of Swedtel as an internal consultant to TCC and the existence of bilateral concessionary financing protocols with France and Japan for equipment procurement are formidable challenges for Canadian exporters wishing to penetrate the Jordanian market. Canadian exporters need to offer technically compliant products at competitive prices, supported by concessionary credit mechanisms, to obtain an adequate share of anticipated equipment requirements.