

Export and Investment Promotion Planning System

MISSION: 402 ATHENS

COUNTRY: 159 GREECE

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls

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
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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:

- support provided by the PEMD program
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

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

Activity: ASSIST CANADIAN INDUSTRY IN CONTACTING MILITARY AUTHORITIES IN GREECE AND IN PRESENTING THEIR CAPABILITY AND SYSTEMS. POST IS IN THE PROCESS OF FOLLOWING UP.

Results Expected: INCREASED SUPPLIERS VISITS INVITATIONS TO SUBMIT PROPOSALS/QUOTATIONS PURCHASE OF 3 MORE CL-215.

Activity: ASSIST SUITABLE CANADIAN FIRMS IN QUOTING AS A SUBCONTRACTOR FOR 2 FUEL PIPELINES OF THE HELLENIC AIRFORCE AND THE REPLACEMENT OF DIESEL PUMP ENGINES.

Results Expected: AWARD OF CONTRACT (S).

Activity: INITIATE CONTACTS BETWEEN THE PRINCIPAL GREEK DEFENCE INDUSTRIES AND CANADA FOR POSSIBLE COOPERATION IN THE FORM OF J. V. - POST IS FOLLOWING UP.

Results Expected: NEGOTIATIONS FOR LICENCING OR SUBCONTRACTING.