

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ANKARA

Market: TURKEY

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Market prospects have not been adequately explored

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: COMPLETION OF TENDERING PROCESS BY CDN FIRM FOR MINE DEV'T  
Expected Results: CONTRACT AWARD TO CDN FIRM FOR MINE DEVELOPMENT SERVICES

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

Activity: PROMOTION OF CDN CAPABILITY IN COPPER SURVEY PROJECT  
Expected Results: AWARD OF CONTRACT TO ONE CDN FIRM

Activity: PROMOTION OF CDN CAPABILITIES IN COAL MINE DEVELOPMENT  
Expected Results: INCREASE FAMILIARITY OF TURKISH COAL PRODUCING FIRMS WITH CDN EXPERTISE

Activity: PROMOTION OF CDN EXPERIENCE/TECH RE GEO/AERIAL MAPPING  
Expected Results: SECURING OF CONTRACTS FOR CDN SUPPLIERS OF MAGNETIC MAPPING DEVICES