

## Export and Investment Promotion Planning System

MISSION: 401 ANKARA

COUNTRY: 548 TURKEY

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

## iii) Project Name: PTT FIBER OPTICS PROJECT

Approximate Value: \$ 24 M

Financing Source: 028 TO/DETER

For further info. please contact:

R. G. FARRELL TLX 607-42369

iv) Project Name: PTT INTEGRATED SERVICES DIGITAL NETWORK  
(ISDN) PILOT PROJECT

Approximate Value: \$ M

Financing Source: 028 TO/DETER

For further info. please contact:

R. G. FARRELL TLX 607-42369

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

- the degree of import duty protection of local industry tends to be low

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

- No factors reported by mission

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:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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

Activity: COMMERCIAL SUPPORT FOR A PROPOSED MAJOR CULTURAL EVENT - THE VISIT OF LES GRANDS BALLETS CANADIENS SPONSORED BY NETAS.

Results Expected: INCREASED ACCEPTANCE OF CANADIAN TECHNOLOGICAL CAPABILITY, ESPECIALLY IN THE COMMUNICATIONS - ELECTRONICS SECTOR.