

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
- BUDGETARY CONSTRAINTS IN THE HOST
- COUNTRY

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

Activity: SUBMISSION OF A PROPOSAL FOR LEASE OF TWO FEEDER LINE AIRCRAFT  
Expected Results: PENETRATING OF TURKISH CIVIL AVIATION MARKET

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

Activity: START TALKS ON CO-PRODUCTIONS OF REGIONAL CARRIER  
Expected Results: CONCLUSION OF AGREEMENT TO CO-PRODUCE AIRCRAFT DASH-8

Activity: SUBMISSION OF A PROPOSAL TO SUPPLY FOREST FIRE AIRCRAFT  
Expected Results: CONTRACT AWARD FOR SUPPLY OF FOREST FIRE FIGHTING AIRCRAFT