

## Export and Investment Promotion Planning System

MISSION: 301 ADDIS ABABA

COUNTRY: 274 ETHIOPIA

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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

ITALY, SWEDEN AND JAPAN FREQUENTLY VISIT AREA/GOV'T OFFICIALS AND EXTEND CREDIT FACILITIES.

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
- 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 Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- sourcing assistance from Canadian federal/provincial governments departments

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

Activity: OBTAIN DETAILED TOR FOR 7TH TELECOM PROJECT (WB)

Results Expected: PROVIDE ADVANCE INFO TO CDN COMPANIES.

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

Activity: ENCOURAGE EQUIPMENT MANUFACTURES TO DEMONSTRATE CDN SUPPLY CAPABILITY FOR RURAL TELECOM

Results Expected: POSITION CDN COMPANIES TO BID ON INTL TENDERS