

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: LAGOS

Market: NIGERIA

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- Performance of local agent or representative
- \_\_\_\_\_
- \_\_\_\_\_

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

Activity: Market report underway on opportunities in sector which will be distributed to Canadian industry.  
Expected Results: Canadian exporters will be better informed.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: Proposed seminar promotion for selected group of Canadian exporters of goods and services.  
Expected Results: Companies will realise sales and appoint representatives.

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

Activity: Monitor and report on developments in the Oso condensates, LNG and petrochemicals projects.  
Expected Results: Alert Cdn companies of status/tenders. Sales will be made.

Activity: Identify Canadian technical partner in Ondo State Tar Sands Project.  
Expected Results: Possible visit to Canada by Nigerian technical committee.