

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ABIDJAN

Market: IVORY COAST

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- 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: Nouveau secteur de promotion
Expected Results: Obtenir soumiss. par au moins une soc. cdn pr chaque phase

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

Activity: Identification de projets/décideurs
Expected Results: Générer intérêt de 3-4 fournis. à tirer partie de débouchés.

Activity: Recherche de partenaire privé pour implantation de joint-venture.
Expected Results: Implantation d'au moins 1 co-entreprise.

Activity: Recherche de moyens de promotion d'expertise Cdn.
Expected Results: Meilleure connaissance de notre compétence.