

Export and Investment Promotion Planning System

MISSION: 303 NAIROBI

COUNTRY: 279 KENYA

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
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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.

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

Activity: ASSISTING CDN TRANSPORTATION CONSULTING FIRMS TO OBTAIN WORLD BANK FINANCED CONTRACT WITH KENYA RAILWAYS WITHIN "SECOND RAILWAY PROJECT".

Results Expected: SIX COMPANIES EXPECTED TO BE SHORTLISTED, OF WHICH ONLY ONE CANADIAN FIRM. CONTRACT IS POSSIBLE.

Activity: STUDY ON REQUIREMENTS OF KENYA AIRWAYS HAS BEEN COMPLETED. IMPLEMENTATION MAY PROVIDE OPPORTUNITIES FOR CANADIAN SUPPLIERS OF EQUIPMENT AND SERVICES.

Results Expected: POSSIBLE SALES BUT CANNOT BE QUANTIFIED AT THIS POINT.

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: FOLLOW-UP ON DRIE MARKET INVESTIGATION VISIT OCT/87 TO ASSIST CDN COS IDENTIFY OPPORTUNITIES IN RAIL & URBAN SUB-SECTORS. POSSIBLY INVITE KENYAN OFFICIALS TO VISIT CDN CITIES EARLY/88 TO SEE URBAN TRANSIT SYSTEMS & MANUFACTURING FACILITIES.

Results Expected: SALES OF EQUIPMENT AND SERVICES ARE POSSIBLE.