

## Export and Investment Promotion Planning System

MISSION: 401 ANKARA

COUNTRY: 548 TURKEY

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:  
DIFFICULTY IN AGREEING ON TERMS UNDER "BUILD OWN TRANSFER"  
FINANCING MODEL FOR CANDU REACTOR.

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
- 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

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

Activity: CONTINUED MONITORING AND REPORTING OF WORLD ACCEPTANCE OF BUILD-OPERATE-TRANSFER (B. O. T. ) FINANCING MODEL

Results Expected: POTENTIAL SALE OF CANDU REACTOR IF SUITABLE FINANCING PLAN CAN BE ACHIEVED.