

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
- _____
- _____

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

Activity: Market study underway. Due for completion Feb 90
Expected Results: Better information on market potential available.

Activity: Continued assistance to Spar on satellite projects.
Expected Results: Hurdle of absence of export credit will be overcome.

Activity: Continued assistance to SR Telecom in their aggressive marketing in Nigeria
Expected Results: Success in securing contracts currently under negotiation.