

**THE CANADIAN
TRADE COMMISSIONER
SERVICE** *Serving Canadian Business Abroad*

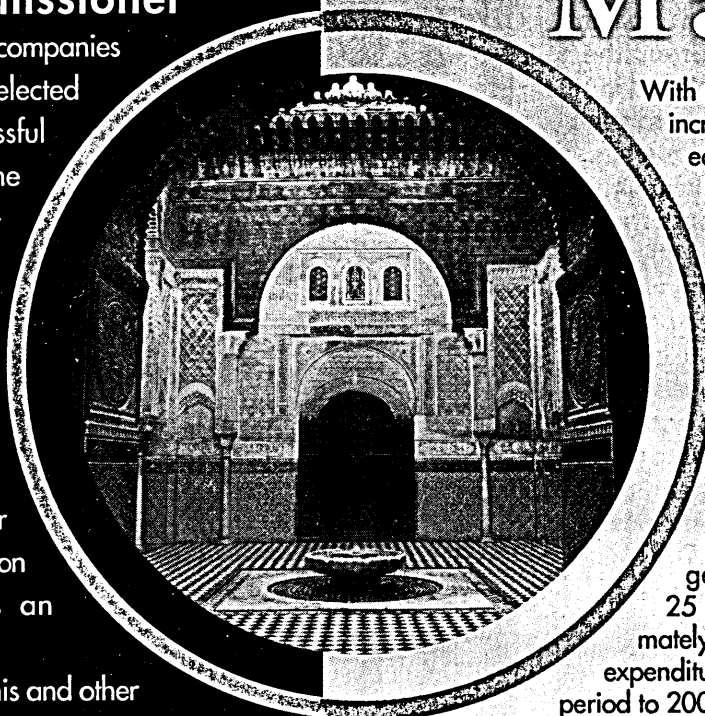
IRAN

The Trade Commissioner Service

helps Canadian companies that have researched and selected their target markets. Successful companies concentrate on one foreign market at a time, moving on to the next only after succeeding in the last. To help you select which market you should target, the Market Research Centre and the Trade Commissioner Service have prepared over 500 market reports. This section of *CanadExport* provides an overview of one report.

For more information on this and other reports or if you want to know how the Canadian Trade Commissioner Service can help you get results in international markets, visit us at

www.infoexport.gc.ca



The Electrical Power Market

With demand for electrical power increasing by approximately 7.5% each year, the effort to match supply and demand over the next few years will be a challenge for the Iranian government. To manage this projected increase in demand, the government outlined measures to increase power generation in its five-year development plan (1995-2000). These measures include the expansion of the country's installed generating capacity from 25 gigawatts (GW) to approximately 35 GW with a \$29.5 billion expenditure to take place over a 10-year period to 2005. Funds will be concentrated

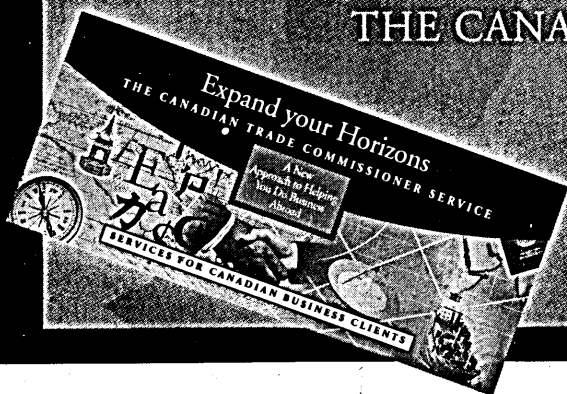
on several hydroelectric plants currently under construction or in the planning process.

Opportunities

Opportunities for Canadian companies to supply equipment and services lie in several ongoing power projects. These projects are intended to increase the hydroelectric generat

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- Market Prospect
- Local Company Information
- Face-to-face Briefing
- Key Contacts Search
- Visit Information
- Troubleshooting

*See insert for your Electrical Power Market contacts
Africa and the Middle East*