

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ALGIERS

Market: ALGERIA

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising

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

Activity: ACTIVITES DE VENTES D'EQUIPEMENT
Expected Results: VENTES D'EQUIPEMENT EN 1988/89

Activity: PRODUITS PHARMACEUTIQUES
Expected results: VENTES DE PRODUITS PHARACEUTIQUES

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: PRODUITS PHARMACEUTIQUES ET EQUIPEMENT. MISSION AU CANADA
Expected Results: FAIRE CONNAITRE L'INDUSTRIE CANNE AUX ALGERIENS.

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

Activity: JOURNEE TECHNIQUE EN ALGERIE SECTEUR EQUIPEMENT
Expected Results: AUGMENTER CONSIDERABLEMENT NOTRE CHIFFRE D'AFFAIRES