

RPTB2

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 EXPORT PROMOTION PRIORITIES

Mission: ANKARA

Country: TURKEY

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. DEFENCE PROGRAMS, PRODUCTS, SERV  
 WITHIN THE NEXT FIVE YEARS, TURKEY WILL BE PROCURING A WIDE VARIETY OF NEW DEFENCE EQUIPMENT, MUCH OF WHICH COULD BE SUPPLIED FROM CANADA. AMONG THE LARGEST OF THESE ARE A NEW LOW LEVEL AIR DEFENCE SYSTEM AND A NEW LIGHT/MEDIUM TRANSPORT AIRCRAFT.
2. TRANSPORT SYS, EQUIP, COMP, SERV.  
 CANADA HAS ESTABLISHED A PREEMINENT POSITION IN URBAN TRANSIT IN TURKEY BY BEING SELECTED AS FINALIST FOR THE ANKARA METRO. ALMOST ALL OF TURKEY'S MAJOR CITIES WILL ALSO REQUIRE MASS TRANSIT SYSTEMS. TRANSPORTATION (INCLUDING ROAD, RAIL AND AIR) HAS BEEN ASSIGNED THE HIGHEST PRIORITY BY THE STATE PLANNING ORGANIZATION.
3. POWER & ENERGY EQUIP. & SERV.  
 TURKEY HAS ONE OF THE MOST COMPREHENSIVE ELECTRIC POWER DEVELOPMENT PROGRAMS ON EARTH, WITH OVER 100 THERMAL AND HYDRO-ELECTRIC STATIONS PLANNED. THESE, PLUS UPGRADING OF THE POWER GRID, WILL OPEN OPPORTUNITIES FOR MANY CANADIAN SUPPLIERS.
4. OIL & GAS EQUIPMENT, SERVICES  
 THE COMPLETION OF THE GAS PIPELINE FROM THE BULGARIAN BORDER TO ANKARA HAS OPENED UP MANY OPPORTUNITIES FOR CANADIAN SUPPLIERS OF BOTH GOODS AND SERVICES. A NEW LNG PORT IS ALSO PLANNED. TURKISH STATE PETROLEUM (TPAO) IS EAGER TO ENTER INTO JOINT VENTURES WITH CANADIAN FIRMS.
5. MINE, METAL, MINERAL PROD & SRV  
 FOREIGN FIRMS ARE BEING ENCOURAGED TO APPLY FOR EXPORT PERMITS FOR GOLD, SILVER AND OTHER MINERALS. TURKEY'S HARD COAL MINES, LEAD-ZINC AND ALUMINUM SMELTERS ARE BEING MODERNIZED. THERE REMAINS A STRONG DEMAND FOR BASE METALS, THERMAL AND COKING COAL.
6. ADVANCED TECH. PROD. & SERV  
 TURKEY IS JUST BEGINNING TO INTRODUCE AUTOMATED SYSTEMS INTO BANKING, BUSINESS, EDUCATION AND GOVERNMENT. THERE IS A DIMINISHED, BUT STILL VERY STRONG, DEMAND FOR NEW TELECOMMUNICATIONS EQUIPMENT OF ALL TYPES. CANADA IS WELL KNOWN IN TURKEY IN THIS SECTOR AS A RELIABLE SUPPLIER OF SUPERIOR GOODS AND SERVICES.

The most important current Canadian export sectors to this market are (based on actual export sales):

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|-------------------------------------|--------------------------------------|
| 1. ADVANCED TECH. PROD. & SERV      | 4. TRANSPORT SYS, EQUIP, COMP, SERV. |
| 2. MINE, METAL, MINERAL PROD & SRV  | 5. DEFENCE PROGRAMS, PRODUCTS, SERV  |
| 3. FOREST PRODUCTS, EQUIP, SERVICES | 6. AGRI & FOOD PRODUCTS & SERVICE    |