

Export and Investment Promotion Planning System

MISSION: 327 RABAT

COUNTRY: 115 MOROCCO

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: PROGRAMME SECTORIEL DES TRANSPORTS

Approximate Value: \$ 98.0 M

Financing Source: 005 AFDB

For further info. please contact:

B. PICARD, TEL001-212-713-75, L. LANDY(613)-993-6586

iv) Project Name: TRANSPORT SECTOR PROJECT

Approximate Value: \$ 105.0 M

Financing Source: 001 IBRD

For further info. please contact:

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

- the degree of import duty protection of local industry tends to be high

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 of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:
TROP PETIT NOMBRE DE SOCIETES CANADIENNES ADEQUATEMENT REPRESENTES AU MAROC. - CROYANCE ERRONEE QUE LE MAROC EST UN MARCHE CAPTIF DE L'EUROPE.

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
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the availability of competitive Canadian financing