

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: WESTERN EUROPE

Mission: 401 ANKARA

Market: 548 TURKEY

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	450.00M	\$ 386.00M	\$ 235.00M	\$ 196.00M
Canadian Exports \$	120.00M	\$ 95.00M	\$ 94.00M	\$ 73.00M
Canadian Share of Import Market	26.00%	24.00%	40.00%	37.00%

Major Competing Countries

Market Share

i) 128 GERMANY WEST	020 %
ii) 577 UNITED STATES OF AMERICA	010 %
iii) 507 SWEDEN	004 %
iv) 265 JAPAN	010 %
v) 112 FRANCE	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) TELEPHONE EQUIPMENT	\$ 250.00 M
ii) FIBER OPTICS	\$ 24.00 M
iii) DATA COMMUNICATION EQPT.	\$ 20.00 M
iv) TV TRANSMITTERS	\$ 18.00 M

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

i) Project Name: INSTALLATION OF FURTHER DIGITAL SWITCHING EQUIPT. AND TELEPHONE LINES

Approximate Value: \$ 250 M

Financing Source: 028 TO/DETER

For further info. please contact:

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ii) Project Name: PTT DATA COMMUNICATION SYSTEM PROJECT

Approximate Value: \$ 20 M

Financing Source: 028 TO/DETER

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