

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ANKARA

Market: TURKEY

Sector : TRANSPORT SYS,EQUIP,COMP,SERV.

Sub-Sector: AEROSPACE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1600.00 \$M	1240.00 \$M	600.00 \$M	600.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	2.20 \$M	50.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.40 %	1.60 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries Market Share

UNITED STATES OF AMERICA	40.00 %
GERMANY WEST	20.00 %
FRANCE	20.00 %
ITALY	10.00 %
UNITED KINGDOM	5.00 %
SPAIN	5.00 %

Current Status of Canadian
exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. SUPPLY/PRO. MILITARY TRANSPORT AIRCRAFT SHORT/MED.
2. REGIONAL CIVIL TRANSPORT AIRCRAFT
3. EXECUTIVE AND CARGO TRANSPORT HELICOPTERS
4. FOREST FIRE FIGHTING AIRCRAFT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- Strong sectoral capability in Canada
- willingness of exporters to invest/joint venture in territory