

Export and Investment Promotion Planning System

MISSION: 301 ADDIS ABABA

COUNTRY: 274 ETHIOPIA

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 low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada

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:

- support provided by the PEMD program
- 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 Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- sourcing assistance from Canadian federal/provincial governments departments

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: INVESTIGATE REQUIREMENTS FOR EQUIPMENT, SUPPLIES AND SERVICES BY MINISTRIES OF HEALTH, EDUCATION; OBTAIN TENDER NOTICES.

Results Expected: CDN COMPANIES WILL BE BETTER INFORMED RE MARKET OPPORTUNITIES.

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

Activity: MONITOR PREPARATION OF 7TH EDUCATION PROJECT AND OBTAIN DETAILED TOR.

Results Expected: POSITION CDN COMPANIES/ORGANIZATIONS TO BID ON INTL TENDERS ANTICIPATED LATE 88.