

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ALGIERS

Market: ALGERIA

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMU support
- Fairs and Missions support
- CIDA programs
- Strong sectoral capability in Canada
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- LA CONNAISSANCE ET L'USAGE DU
- FRANCAIS SONT FORTEMENT RECOMMANDES

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: FOIRE
Expected Results: MAINTIEN DE PRESENCE CANADIENNE

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

Activity: VISITES AU CANADA DES PRENEURS DE DECISIONS ALGERIENS.
Expected Results: MAINTENIR RELATIONS. NEGOCIATION DE CONTRACTS. VENTES EVENTUELLES.

Activity: VISITE ALGERIENNE AU CANADA A HAUT NIVEAU
Expected Results: FAMILIARISATION - COOPERATION PLUS INTENSE

Activity: VISITE CANADIENNE EN ALGERIE A HAUT NIVEAU
Expected Results: SOUTIEN DES ACTIVITES. PROMOTION GENERALE