

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ANKARA

Market: TURKEY

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Market prospects have not been adequately explored
- LACK OF INTEREST IN TURKISH POWER
- TRANSMISSION LINE, INSTALLATION, ETC

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PARTI. BY CDN FIRMS IN TURKISH POWER TRANS. LINE PROJECTS
Expected Results: SECURING OF CONTRACT

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

Activity: PUBLICIZATION OF DETAILS OF TURKISH POWER LINE CONST. PROJECT
Expected Results: PARTICIPATION OF AT LEAST ONE CDN COMPANY IN TENDERING PROCESS FOR TURKISH POWER LINE CONSTRUCTION PROJECTS.