

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

8

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ABIDJAN

Market: IVORY COAST

Factors for Canadian exports not reaching market potential:

- Restrictive standards
- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- NECESSITE DE
- TRUPICALISER TOUS
- PRESENCE LOCALE PERMANENTE EN J.v.
- DE PREFERENCE POUR MIEUX COMPRENDRE

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

Activity: OBTENIR PLUS D'INFO SUR PLAN DIRECTEUR NATIONAL D'INFORMATIO
Expected Results: I.D. DES SECTEURS PRIORITAIRES PREVUS, MEILLEUR APPUI/
INTRODUCTION A DONNER AUX FOURNISSEURS CDNS.

Activity: I.D. DES PRENEURS DE DECISION DANS SECTEURS RETENUS COMME

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

Activity: PARTICIPATION AUX 6 IEME JOURNEES AFRICAINES DE L'INFO.
Expected Results: PROMOTION DE NOTRE EXPERISE AUPRES DECIDEURS AFRICAINS &
RENFORCER NOTRE INFLUENCE DANS SECTEUR

Activity: PARTICIPATION D'ACHETEURS/UTILISATEURS IVOIRIENS AU SIIM
Expected Results: FAMILIARISATION AVEC NOS PRODUITS & EXPERTISE