

22/12/89

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
 - Market is becoming self sufficient
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For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: Communications 90
Expected Results: Exposure for Canadian companies