

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

16

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ANKARA

Market: TURKEY

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: TRANSMISSION

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	410.00 \$M	300.00 \$M	150.00 \$M	300.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	0.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.00 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries

Market Share

JAPAN	15.00 %
GERMANY WEST	15.00 %
ITALY	15.00 %
YUGOSLAVIA	15.00 %
FRANCE	10.00 %
UNITED KINGDOM	10.00 %

Current Status of Canadian

exports in this sector/subsector: No export results to date

Products/services for which there are good market prospects:

1. 380 KV TRANSMISSION LINE TURNKEY PROJECTS
2. SUPPLY OF LINE HARDWARE/INSULATORS
3. SUPPLY OF LOAD MGMT/DISTRIBUTION CONTROL SYSTEMS
4. TRANSMISSION LINE STRINGING & MAINTENANCE EQPT.
5. CONSULTANCY SERVICES-TRAINING PACKAGES, POWER DIST.
6. SIMULATORS FOR POWER TRANSMISSION/DISTRIBUTION
7. SCADA SYSTEMS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Competitive pricing
- Strong sectoral capability in Canada