

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ATHENS

Market: GREECE

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- _____
- _____

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

Activity: Follow up on procedures to award naval radars to CMC.
Expected Results: Sale of 6 Radar Systems.

Activity: Attempt to have 2 Canadian companies included in shortlist for ASW aircraft.

Expected Results: Get one Canadian company specified for ASW aircraft.

Activity: Promote VD Sonars to hell. Navy
Expected Results: Get Fathom specified for VDS Sonars.

Activity: Promote Indal for helicopter support systems for new frigates.

Expected Results: Get Indal specified for helicopter support systems.

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

Activity: Arrange for demo DASH-8-300.

Expected Results: Prove to navy that aircraft can fulfill specifications.