

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ANKARA

Market: TURKEY

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: HYDRO

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	500.00 \$M	325.00 \$M	201.00 \$M	262.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	15.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	5.70 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries Market Share

JAPAN	20.00 %
FRANCE	15.00 %
GERMANY WEST	10.00 %
PEOPLE'S REP OF CHINA	5.00 %
YUGOSLAVIA	5.00 %
ITALY	5.00 %

Current Status of Canadian  
exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. HYDROELECTRIC POWER SYSTEMS, EQPT..., TURBINES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- CIDA programs
- Strong sectoral capability in Canada
- Willingness of exporters to invest/joint venture in territory
- INTEREST OF SOME CDN FIRM
- IN BUILD-OPERATE-TRANSFER
- PROJECT