

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: RABAT

Market: MOROCCO

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
  - Lack of promotion and advertising
  - Non-competitive financing
  - Limited appreciation/understanding of distribution system
  - FRANCE ET RFA concurrents sérieux
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In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: Organisation d'une mission marocaine au Cda afin de visiter usines d'épuration, laboratoire, fabricants de matériel etc.  
Expected Results: faire connaître technologie canadienne.

Activity: Suivre tous les AOI et en informer stes canadiennes.  
Expected Results: Gagner 3 a 4 marchés.

Activity: Assister les deux stes canadiennes qui ont ouvert des représentations au Maroc.  
Expected Results: Gagner des marchés.