

Export and Investment Promotion Planning System

MISSION: 401 ANKARA

COUNTRY: 548 TURKEY

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: SARAY 2X150 MW THERMAL POWER PLANT
PROJECT (LIGNITE FIRED)

Approximate Value: \$ 500 M

Financing Source: 028 TO/DETER

For further info. please contact:

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The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- other factor(s) described by the Trade Office as follows:
RELUCTANCE TO APPROVE THE BUILD-OPERATE TRANSFER FORMULA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: MEETINGS WITH STATE PLANNING ORGANIZATION (SPO) AND ELECTRICITY AUTHORITY (TEK) OFFICIALS TO PURSUE VARIOUS POWER PROJECTS IN WHICH THERE IS CANADIAN INVOLVEMENT.

Results Expected: PROGRESS IN CONTRACT NEGOTIATIONS.

For the next fiscal year, the Trade Office is planning to undertake the following new export support initiative(s) in this sector (sub-sector):

Activity: THE PREPARATION OF AN OVERVIEW OF PLANNED THERMAL POWER PLANT PROJECTS AND AN ANALYSIS OF THE TURKISH GOVERNMENT'S CONTRACT TERMS DESIGNED FOR SUCH PROJECTS.

Results Expected: INCREASED AWARENESS OF CANADIAN POWER GENERATION EQUIPMENT SUPPLIERS' CAPABILITIES.