

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ANKARA

Market: TURKEY

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
- Market prospects have not been adequately explored
- FAILURE TO FOLLOW-UP ON IDENTIFIED
- OPPORTUNITIES BY CANADIAN FIRMS.

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

Activity: BIDDING SUPPORT FOR CDN FIRM PURSUING UPGRADING-LEAD PLANT
Expected Results: AWARD CONTRACT FOR PROJECT IMPLEMENTATION TO A CDN FIRM

Activity: PROMOTION OF CDN CAPABILITY IN ALUMINUM PLANT MODERNIZATION
Expected Results: AWARD OF CONTRACT TO A CANADIAN FIRM

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

Activity: PROMOTION OF CDN CAPABILITY - MODERNIZATION OF COPPER PLANT
Expected Results: CONTRACT AWARD TO CDN FIRM FOR ENGINEERING SERVICES AND PROJECT IMPLEMENTATION/MANAGEMENT