

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: AFRICA

Mission: 303 NAIROBI

Market: 279 KENYA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: AVAILABILITY OF MULTILATERAL FINANCING, DESIRE OF KENYANS TO DIVERSIFY FROM TRADITIONAL SOURCES OF SUPPLY AND EXPERTISE (EUROPEAN & JAPANESE) & HIGH REGARD FOR CDN EXPERTISE IN TRANSPORTATION SECTOR PRODS&SERVCS.

2. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: FAMILIARITY AND SUCCESSFUL EXPERIENCE OF KENYAN MILITARY WITH CDN DEFENCE EQUIPMENT.

3. 005 COMM. & INFORM. EQP. & SERV

REASONS: KENYAN POST AND TELECOMMUNICATIONS AUTHORITY IS UPGRADING FACILITIES. MULTI-LATERAL FINANCING IS AVAILABLE. CANADA HAS EXCELLENT REPUTATION IN GOODS AND SERVICES IN THIS SECTOR.

4. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: CONTINUED EXTENSIVE EXPLORATION ACTIVITY BY MAJOR MULTINATIONALS IN KENYA. ACKNOWLEDGED EXPERIENCE OF CANADIAN SUPPLIERS OF GOODS AND SERVICES IN OIL AND GAS SECTOR.

5. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: AGRICULTURE IS THE BACKBONE OF THE KENYAN ECONOMY. GROWING OPPORTUNITIES FOR CDNS SHOULD RESULT FROM TREND TOWARDS IMPROVEMENT IN FARMING TO PRODUCE HIGHER CROP YIELDS AND INCREASE LIVESTOCK PRODUCTION.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 004 DEFENCE PROGRAMS, PRODUCTS, SERV
2. 999 MULTIPLE SECTORS
3. 007 POWER & ENERGY EQUIP. & SERV.
4. 016 INDUSTRIAL MACHIN, PLANTS, SERV.