

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: ARMoured PERSONNEL CARRIERS UPGRADE

Approximate Value: \$ 50 M

Financing Source: 023 EDC

For further info. please contact:

CAN OZGUC TLX 607-42369

iii) Project Name: LIGHT TRANSPORT AIRCRAFT REQUIREMENT

Approximate Value: \$ 300 M

Financing Source: 023 EDC

For further info. please contact:

EXTAFF OTTAWA (613)995-6438

iv) Project Name: AIRCRAFT SIMULATOR (F 16)

Approximate Value: \$ 150 M

Financing Source: 023 EDC

For further info. please contact:

R. G. FARRELL TLX 607-42369

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

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be low

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
- LACK OF KNOWLEDGE OF CANADIAN PRODUCTS AND CAPABILITIES

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
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country

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.