

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ALGIERS

Market: ALGERIA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- LA CONNAISSANCE ET L'USAGE DU
- FRANCAIS SONT FORTEMENT RECOMMANDES

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: FOIRE
Expected Results: MAINTIEN DE PRESENCE CANADIENNE

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

Activity: SEMINAIRE UN JOUR: AERONEFS
Expected Results: ATTEINDRE TOUS LES CLIENTS POTENTIELS VENTES EVENTUELLES

Activity: VISITE FORCES AERIENNES: AERONEFS
Expected Results: ETABLISSEMENT D'UN CLIMAT DE CONFIANCE. VENTES EVENTUELLES

Activity: DEMONSTRATIONS DE PRODUITS
Expected Results: FAMILIARISATION - ETABLISSEMENT D'UN CLIMAT DE CONFIANCE - VENTES

Activity: VISITES D'ALGERIENS AU CANADA
Expected Results: FAMILIARISATION - ETABLISSEMENT D'UN CLIMAT DE CONFIANCE - COOPERATION