

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ABIDJAN

Market: IVORY COAST

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- Performance of local agent or representative
- CHOIX JUDICIEUX DE REP. LOCAL PEUT
- DEVENIR DETER POUR EVOLUTION FUTURE

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

Activity: RECHERCHE DU PLAN NATIONAL DE REBOISEMENT ET PROJETS DE CREAT.  
Expected Results: IDENTIFICATION DES BESOINS CIBLAGE POUR CIES CDNES.

Activity: RECHERCHE DU CALENDRIER D'EXECUTION DE PROJ/REPRDD DES SEMIS  
Expected Results: IDENTIFICATION DES BESOINS CIBLAGE POUR CIES CDNES.

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

Activity: MISSION EXPLORATOIRE DE PRODD DE PETIT EQPT D'EXPLOITATION  
Expected Results: IDENTIFICATION DE REP. LOCAL/DISTRIBUTEURS POTENTIELS & PRISE DE CONTACT AVEC DECIDEURS LOCAUX.

Activity: FOIRE AGRICOLE INTERNATIONAL D'ABIDJAN  
Expected Results: PROMOTION D'EXPERTISE CDNE DANS DOMAINE (AGRICOLE/FORESTERIE).

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

Activity: SUIVI DU PROGRAMME APD DANS LE DOMAINE  
Expected Results: EXPLDITER SOURCE DE FINANCEMENT RECOMMANDER PARTENARIAT POSSIBLE.