

## Export and Investment Promotion Planning System

MISSION: 301 ADDIS ABABA

COUNTRY: 274 ETHIOPIA

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:

- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments 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 Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- sourcing assistance from Canadian federal/provincial governments departments

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: OBTAIN DETAILED DEVELOPMENT PLANS FOR ETHIOPIAN AIRLINES.

Results Expected: CDN COMPANIES WILL BE BETTER INFORMED ABOUT MARKET OPPORTUNITIES.

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

Activity: INVESTIGATE STATUS OF PLANS FOR MAINTENANCE CENTRE FOR ETHIOPIAN AIRLINES.

Results Expected: CDN COMPANIES WILL BE BETTER INFORMED OF MARKET OPPORTUNITY.

Activity: INVESTIGATE, ANALYSE AND EVALUATE TRAINING REQUIREMENTS OF ETHIOPIAN AIRLINES

Results Expected: ESTABLISH LINKAGE BETWEEN CDN ORGANIZATION AND EA TRAINING DIRECTORATE.

Activity: MONITOR PROGRESS OF FLEET ACQUISITION PLANS FOR ETHIOPIAN AIRLINES

Results Expected: POSITION AT LEAST ONE CDN COMPANY TO BID OF AIRCRAFT TENDER.