

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: MODERNIZATION OF A LEAD-ZINC PRODUCTION PLANT

Approximate Value: \$ 85 M

Financing Source: 023 EDC

For further info. please contact:

C. OZGUC TLX 607-42369 OTT(613)996-6439

iii) Project Name: UPGRADING AN EXISTING METHANE GAS EXTRACTION FACILITY

Approximate Value: \$ 30 M

Financing Source: 023 EDC

For further info. please contact:

OTT(613)996-6439 R. G. FARRELL TLX 607-42369

iv) Project Name: COAL WASHERY FACILITY

Approximate Value: \$ 5 M

Financing Source: 012 DOM

For further info. please contact:

OTT (613)996-6439 R. G. FARELL TLX 607-42369

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

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
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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
- participation in trade missions
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- 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.