

RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 EXPORT PROMOTION PRIORITIES

Mission: NAIROBI

Country: KENYA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. **ADVANCED TECH. PROD. & SERV**
Kenya has major plans for expansion of rural telecommunications and prospects for a major contract with a Cdn firm appear very good with EDC financing. KPTC also has interest in local assembly. Other prospects include sale of radio and TV transmitter eqpt to Kenya Broadcasting and a possible remote sensing technology package.
2. **OIL & GAS EQUIPMENT, SERVICES**
Current negotiations on the West Kenya Pipeline project are expected to lead to a major consulting contract for a Cdn firm and subsequent bidding opportunities for Cdn suppliers. PCIAC's ongoing technical assistance work in Kenya has introduced Cdn drilling firms to commercial opportunities in both oil & gas and geothermal exploration.
3. **TRANSPORT SYS, EQUIP, COMP, SERV.**
Plans for baggage handling equipmnt in Nairobi & Mombasa Intl airports are being pursued by a Cdn supplier with EDC financing. Spare parts for railway equipment as well as for P&W aircraft engines are ongoing requirements. Also we foresee opportunities for consulting services in road transport, civil aviation, rail and urban transit.
4. **DEFENCE PROGRAMS, PRODUCTS, SERV**
Ongoing supply of spares and overhaul to DH Buffalo and Dash-8 aircraft for Defence Dept will be given continued support by the Post. There is a favourable disposition toward Canadian aircraft and prospects for future sales.
5. **AGRI & FOOD PRODUCTS & SERVICE**
Agriculture is the backbone of Kenya's economy, yet few Canadian firms have adequately explored the potential for sales. Several upcoming IBRD projects require consultancy services which Cdn firms could provide. There are also opportunities in animal and poultry breeding stock, as well as semen and embryo transplant technology.
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The most important current Canadian export sectors to this market are (based on actual export sales):

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| 1. MINE, METAL, MINERAL PROD & SRV | 4. EDUCATION, MEDICAL, HEALTH PROD |
| 2. OIL & GAS EQUIPMENT, SERVICES | 5. TRANSPORT SYS, EQUIP, COMP, SERV. |
| 3. POWER & ENERGY EQUIP. & SERV. | 6. DEFENCE PROGRAMS, PRODUCTS, SERV |