

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.

iii) Project Name: CONSULTING SERVICES ISTANBUL URBAN
TRANSIT SYSTEM

Approximate Value: \$.5 M
Financing Source: 012 DOM
For further info. please contact:
W. MCKENZIE (613)995-6438

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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:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- 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.

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

Activity: COMPLETION OF A COMPREHENSIVE PACKAGE PROPOSAL, INCLUDING INDUSTRIAL BENEFITS, FINANCING AND COUNTERTRADE COMPONENTS.

Results Expected: CORRECT PACKAGE WILL RESULT IN A CONTRACT AWARD.