

Export and Investment Promotion Planning System

MISSION: 303 NAIROBI

COUNTRY: 279 KENYA

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

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive financing from Canada
- difficulties in obtaining credit facilities in Canada

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 fairs
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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: CONTINUE ASSISTING CANADIAN COMPANY IN EFFORTS TO OBTAIN TELEX SWITCHING CONTRACT UNDER WORLD BANK CREDIT.

Results Expected: CONTRACT IF SUCCESSFUL WORTH \$5 MILLION

Activity: CONTINUE TO ASSIST CDN COMPANY TO OBTAIN CONTRACT FOR RURAL TELECOMMUNICATIONS EQUIPMENT TO KENYA POSTS & TELECOMMUNICATIONS AUTHORITY.

Results Expected: CONTRACT VALUE \$1 MILLION PLUS POTENTIAL FOR DOWNSTREAM CONTRACTS.

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: GATHER MARKET INTELLIGENCE ON MAJOR COMPETITORS, DEVELOPMENT PLANS OF KENYA P & T AND ADVANCE TOR FOR TENDERS FOR USE BY DRIE, DEA, DDC.

Results Expected: INTRODUCE TWO NEW COMPANIES TO MARKET.