

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: NAIROBI

Market: KENYA

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
 - Non-competitive financing
 - Market prospects have not been adequately explored
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In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

- Activity: Lavalin completing negs on commercial contract with Jpnse & French partners. Awaiting GOK decision on financial offers.
Expected Results: Contract worth over U.S.\$40 million.
- Activity: PCIAC has extended their technical assistance contract with Kenya Natl Oil Corpn to 1992. Could lead to more spin-offs.
Expected Results: Possible equipment supply and drilling services contracts.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

- Activity: Kenyan participation in National Petroleum Show in 1990
Expected Results: Improved exposure to Cdn eqpt and technology -possible sales

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

- Activity: Kenyan participation in National Petroleum Show 1990
Expected Results: Increased exposure to Cdn eqpt and technology
- Activity: Provide support to Cdn suppliers of pumping eqpt and other eqpt needs for the West Kenya Pipeline project.
Expected Results: Award of contract to Cdn suppliers.