

Export and Investment Promotion Planning System

MISSION: 327 RABAT

COUNTRY: 115 MOROCCO

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: ELECTRIFICATION RURALE

Approximate Value: \$ 100.0 M

Financing Source: 001 IBRD

For further info. please contact:

B. PICARD, TEL011-212-713-75, L. LANDY, TEL(613)9936586

iv) Project Name: PROGRAMME NUCLEAIRE

Approximate Value: \$ 1000.0 M

Financing Source: 023 EDC 011 CIDA

For further info. please contact:

B. PICARD, TEL001-212-713-75, L. LANDY, TEL(613)9936586

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 moderate

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
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:
PEU DE SOCIETES CANADIENNES SONT ADEQUATEMENT REPRESENTEES LOCALEMENT. - CROYANCE ERRONEE QUE LE MAROC EST UN MARCHE CAPTIF DE L'EUROPE.

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
- use of provincial governments 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 availability of competitive Canadian financing