

## BUSINESS OPPORTUNITIES

*Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.*

**CZECH REPUBLIC** — A company in Kolin wishes to enter into a **joint venture/lease arrangement for the use of port facilities**, covered stock rooms, storage areas and buildings. Contact Ceskepristavy a.s. Jankovcova 6, 17004 Praha 7, Ceska Republika. Fax: (011-42-2) 802-498/802-857.

**NEW ZEALAND** — A company wishes to contact Canadian exporters of textile piece goods, garments, upholstery and other goods. Contact Nippon South Pacific Ltd., P.O. Box 15-582, New Lynn, Auckland, New Zealand. Tel.: (09) 627-8882. Fax: (09) 626-2858.

**PAKISTAN**—A company here is interested in importing **chemicals, pharmaceutical raw materials, insecticides and fertilizers** from Canada. Contact Activity Corporation, SBI-84, Sumera, (Apartment No. 6), Mansfield Street, Saddar, Karachi. Tel.: (92-21) 7781749/7783432/7783433/7784050. Fax: (92-21) 7782518.

## Turkish Market Largely Untapped

In 1993 Canada's exports to Turkey exceeded \$150 million, up over 15 per cent from 1992.

Commodity exports show a good mix of natural resource products (iron ore, newsprint, aluminum) and fully manufactured goods (telecommunications equipment, instrumentation, high technology equipment parts).

Turkish imports of consumer products have grown rapidly in the past few years — the result of rapid economic growth and falling barriers to imports.

In particular, there is increasing demand from Turkey's relatively affluent middle class for prepared food products (beverages, confectionery, specialty foods) and finished building products, such as wooden doors, fixtures and roofing products.

In addition to increased exports of consumer goods, Canadian exports of services were boosted by the commencement of the Ankara Metro project in March, 1993. This will generate some \$200 million in engineering services by the end of 1994. The project will absorb a similar amount of Canadian goods and services in 1995.

### Opportunities

There will be additional opportunities for Canadian engineering services and equipment companies in **water supply, environmental control (particularly solid waste and waste water control), energy and transportation projects** as the Turkish government continues to put high pri-

ority on development of the nation's infrastructure.

Turkish companies have been very active in marketing their goods and services in the nations that used to make up the Soviet Union and have obtained a number of important contracts for the development of housing, airports, industrial plants.

Turkish firms often seek foreign partners for these projects, especially if they can assist in arranging financing; therefore it could be advantageous to Canadian suppliers of equipment and engineering services to try and establish links with Turkish partners.

### Trade Shows in Turkey

*The Commercial Division of the Canadian Embassy in Ankara will be participating in **Building '94** (September 28 - October 2, 1994) and **Food & Beverage '95** (January 19-22, 1995) trade shows and would welcome inquiries from Canadian firms on promoting their products at those exhibitions.*

Interested parties may also contact the Canadian Embassy (Commercial Division), Nenehatun Cad 75, G.O.P., Ankara, Turkey. Tel.: (011-90-312) 436-12765. Fax: (011-90-312) 446-2811/4437.

For further information on the many opportunities presented by the untapped Turkish market, contact Mr. Wes Rathwell, Western Europe Trade, Investment and Technology Division, Department of Foreign Affairs and International Trade, Ottawa, KIA 0G2. Tel.: (613) 996-5263.

### Win Export-Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. To register, fax your request on your company letterhead to 1-800-667-3802 or 613-944-1078.

