

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

45

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ATHENS

Market: GREECE

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Unsuitable product
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- Performance of local agent or representative

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: ATTEMPT TO HAVE CMC SPECIFIED FOR NEW FRIGATE RADARS
Expected Results: GET RADAR COMPANY SPECIFIED BY HN AND INCLUDE IN VARIOUS PACKAGES

Activity: ATTEMPT TO HAVE 2 CDN COS SPECIF. FOR NAVAL AIRCRAFT
Expected Results: GET ONE OF THE TWO CDN COS SPECIFIED FOR THE NAVAL AIRCRAFT

Activity: FOLLOW UP & PROMOTE SONARS AND VDS-INDAL FOR HELICOPTER SUPP
Expected Results: GET 2 OR 3 COMPANIES SPECIFIED ON NAVAL PROJECTS

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

Activity: ARRANGE FOR DEMO DASH-8-300
Expected Results: PROVE TO OLYMPIC AVIATION, HELLENIC NAVY AND AIRFORCE THAT A/C CAN PERFORM JOB

Activity: ARRANGE FOR DEMO ROCKET FIRING
Expected Results: DEMONSTRATE SUPERIOR PERFORMANCE OF CDN ROCKET TO HAF RESULTING IN CDN \$2 MILLION SALE