

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ANKARA

Market: TURKEY

Sector : POWER & ENERGY EQUIP. & SERV.

Sub-Sector: NUCLEAR

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries	Market Share
CANADA	0.00 %
GERMANY WEST	0.00 %
FRANCE	0.00 %
UNITED STATES OF AMERICA	0.00 %
JAPAN	0.00 %
ITALY	0.00 %

Current Status of Canadian  
exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. CANDU REACTOR
2. PRESSURIZERS, GENERATORS, TURBINES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Provincial export promotion
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Bilateral economic trade agreement
- Willingness of exporters to invest/joint venture in territory
- INFLUENTIAL LOCAL PARTNER

Factors for Canadian exports not reaching market potential:

- Non-competitive financing
- LACK OF FINANCING AVAILABLE,
- RELUCTANCE TO ACCEPT BOT FORMULA