

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ABIDJAN

Market: IVORY COAST

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- Performance of local agent or representative
- IMPORTANCE DE CHOISIR REP. LOCAL
- RECONNU DANS LE MILIEU.

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

Activity: OBTENIR PLUS D'INFO SUR PLAN DIRECTEUR NATIONAL DES TELECOM
Expected Results: IDENTIFICATION DES BESOINS EN EQPT INDICATION DU CALENDRIER
PREVU POUR INSTALLATION DES SYSTEMES.

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

Activity: FAIRE INVENTAIRE DES BESOINS EN EQPT DE TELE RURALE DANS
Expected Results: ALERTER INDUSTRIE DU CLAENDRIER POSSIBLE DES AGI