

Export and Investment Promotion Planning System

MISSION: 402 ATHENS

COUNTRY: 159 GREECE

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
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- high tariffs
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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:

- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: SEND TENDER ANNOUNCEMENTS OF THE HELLENIC TELECOMMUNICATIONS ORGANIZATION TO DRIE AND CDN INDUSTRY.

Results Expected: PARTICIPATION OF CANADIAN COMPANIES IN TENDERS FOR THE PURCHASE OF TELECOMMUNICATION EQUIPMENT.

Activity: HELLENIC TELECOMMUNICATIONS ORGANIZATION HAS ISSUED TENDER FOR THE ESTABLISHMENT OF A DATA PROCESSING SYSTEM. POST IS FOLLOWING UP.

Results Expected: ALERT CANADIAN COMPANIES WHEN TENDER IS ISSUED, AND OF RESULTS.

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

Activity: THE GOVERNMENT IS DISCUSSING THE POSSIBILITY OF PERMITTING THE INTRODUCTION OF SATELLITE TV. POST IS MONITORING FOR DECISION.

Results Expected: ALERT CANADIAN COMPANIES WHEN PROJECT IS ANNOUNCED AND TENDERED.