

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

467

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: MUNICH

Market: GERMANY WEST

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

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

Activity: INTROD. OF MICROWAVE LANDING SYST TO FRG AIRPORTS.
Expected Results: OPENING MARKET FOR MICROWAVE LANDING SYSTEMS.

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

Activity: REPORT ON GERMAN AEROSPACE MARKET
Expected Results: INFORMATION ON STRUCTURE OF FRG AEROSPACE MARKET AND POTENTIAL FOR CANADIAN EXPORTERS