

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

37

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ANKARA

Market: TURKEY

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- 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: INCREASE OF CALLS ON POTENTIAL CLIENTS-MINIMUM ONE/MONTH
Expected Results: MORE EFFECTIVE PROMOTION OF CDN CAPABILITIES IN OIL/GAS SECTOR. INCREASE AWARENESS OF NEW OPPORTUNITIES.

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

Activity: CDN SOLO FAIR - FEB. 90, ISTANBUL.
Expected Results: BETTER EXPOSURE OF CDN FIRMS TO POTENTIAL JV PARTNERS.

Activity: NATION PETROLEUM SHOW, JUNE 89, CALGARY
Expected Results: INCREASED AWARENESS OF CDN CAPABILITIES IN OIL AND GAS SECTOR

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

Activity: SEMINAR ON TECH FOR RECOVERY OF HEAVY OIL
Expected Results: WINNING OF A CONSULTANCY CONTRACT TO ASSIST TPAO IN HEAVY OIL EXTRACTION. FOLLOW-UP EQUIPMENT CONTRACTS.

Activity: INCOMING/OUTGOING MISSION FOR NATURAL GAS APPLICATIONS TECH.
Expected Results: WINNING OF AT LEAST ONE NEW CONTRACT FOR CDN FIRM IN GAS TECH APPLICATIONS. SUB-CONTRACTS FOR CDN MANUFACTURED EQPT.