

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ANKARA

Market: TURKEY

Sector : ADVANCED TECH. PROD. & SERV

Sub-Sector: TELECOM, DATACOM, SAT, SPACECOM

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	300.00 \$M	300.00 \$M	200.00 \$M	220.00 \$M
Canadian Exports	141.00 \$M	140.00 \$M	100.00 \$M	100.00 \$M
Canadian Share of Market	47.00 %	46.00 %	50.00 %	45.00 %

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

Major Competing Countries	Market Share
BELGIUM	15.00 %
GERMANY WEST	20.00 %
JAPAN	15.00 %

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

Products/services for which there are good market prospects:

1. DIGITAL TELEPHONE EXCHANGES
2. RURAL TELECOMMUNICATION EQUIPMENT
3. SATELLITE EARTH STATIONS
4. CELLULAR TELEPHONES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing
- willingness of exporters to invest/joint venture in territory
- CDA WAS AN EARLY INVESTOR
- IN THE TURKISH TELECOMM.
- SECTOR.