

RPTB2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 EXPORT PROMOTION PRIORITIES

Mission: ATHENS

Country: GREECE

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. DEFENCE PROGRAMS, PRODUCTS, SERV

Greece is spending approx. 5% of its GNP on defence (about \$2 billion annually) which represents a wide range of opportunities for Canadian companies. Greece also has several NATO financed military projects.

2. FOREST PRODUCTS, EQUIP, SERVICES

Greece does not have sufficient forests to meet its requirements for cellulose including construction grade timber. Also considerable interest has been developed over past few years by Emb in timber frame construction which should lead to sales of plywood and other forest products. Also good opportunities for pulp and paper.

3. OIL & GAS EQUIPMENT, SERVICES

All the oil produced in Greece (20,000 BPD) is by a Canadian controlled consortium. This should give us a preferred access to this co. with better than average chances to introduce Canadian goods and services. Greece is also introducing a billion dollar natural gas P.L. and LNG project.

4. ADVANCED TECH. PROD. & SERV.

Hellenic telecommunications organization program includes the creation of a packet switching data processing and distribution system, as well as the development of its telecom. system including rural, telecommunications. Good opps exist. Also for software. Also opps to participate in future digital telephone switching expansion of \$50 mill/yr next 5 yrs.

5. TRANSPORT SYS, EQUIP, COMP, SERV.

Olympic Aviation still requires the renewal of its fleet. Govt is expected to proceed with next phase Athens metro (24Km). Canada's interest is in aircraft, rolling stock, and equipment such as locos, rails and a new major overhaul. Maintenance shop for the railways.

6.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. FOREST PRODUCTS, EQUIP, SERVICES
2. CONSUMER PRODUCTS & SERVICES
3. FISHERIES, SEA PRODUCTS & SERV.

4. AGRI & FOOD PRODUCTS & SERVICE
5. TRANSPORT SYS, EQUIP, COMP, SERV.
- 6.