

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

50

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ALGIERS

Market: ALGERIA

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Provincial export promotion
- Competitive pricing
- Competitive Canadian financing
- Willingness of exporters to invest/joint venture in territory

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
- BIEN QUE NUN ESSENTIELS, LA
- CONN. ET L'USAGE DU FRANCAIS

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

Activity: CERI CONFERENCE

Expected Results: RAPPROCHEMENT CDA/ALGERIE SECTEUR GAZ

Activity: PARTICIPATION AU NPS

Expected Results: FAMILIARISATION AVEC CAPACITES CONNES CONTRATS EVENTUELS

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

Activity: FOIRE

Expected Results: RELATIONS GENERALES

Activity: PARTICIPATION AU NPS

Expected Results: FAMILIARISATION AVEC CAPACITES CONNES CONTRATS EVENTUELS

Activity: PARTICIPATION A INTERCAN

Expected Results: FAMILIARISATION AVEC CAPACITES CONNES CONTRATS EVENTUELS