

Export and Investment Promotion Planning System

MISSION: 401 ANKARA

COUNTRY: 548 TURKEY

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: CITY GAS DISTRIBUTION FOR ANKARA
AND ISTAMBUL

Approximate Value: \$ M
Financing Source: 028 TO/DETER
For further info. please contact:
A.KOSETORUNU TLX 607-42369 OTT(6130996-6439

iii) Project Name: TURKEY-IRAN NATURAL GAS PIPELINE

Approximate Value: \$ M
Financing Source: 028 TO/DETER
For further info. please contact:
EXTAFF OTT (613)996-6439

iv) Project Name: OIL EXPLORATION PROJECTS

Approximate Value: \$ M
Financing Source: 028 TO/DETER
For further info. please contact:
EXTAFF OTT (613)996-6439

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
LACK OF ADEQUATE UNDERSTANDING OF MARKET REQUIREMENTS AND
INADEQUATE LOCAL REPRESENTATION FOR AGGRESSIVE MARKETING.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada