

Export and Investment Promotion Planning System

REPT: SYN-GED 87/88 A. Post export program priorities

Region: WESTERN EUROPE

Mission: 401 ANKARA

Market: 548 TURKEY

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

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
REASONS: URBAN TRANSIT IS VERY ACTIVE, WITH BUSINESS OPPORT. IN VIRTUALLY EVERY CITY. THE WHOLE OF TURKEY'S ROAD & RAIL NETWORKS ARE BEING UPGRADED. TRANSPORTATION HAS A HIGH PRIORITY WITH THE TURKISH GOVERNMENT.
2. 004 DEFENCE PROGRAMS, PRODUCTS, SERV
REASONS: THE NEWLY-CREATED DEFENCE INDUSTRIES FUND WILL BE USED TO FINANCE THE ACQUISITION OF A WIDE RANGE OF NEW DEFENCE EQUIPMENT.
3. 007 POWER & ENERGY EQUIP. & SERV.
REASONS: THERE IS AN AMBITIOUS PROGRAM FOR THE EXPANSION OF TURKEY'S ELECTRIC POWER GENERATION CAPABILITY. AT LEAST 20 NEW GENERATING STATIONS PLANNED + MAJOR UPGRADE OF COUNTRY'S POWER GRID.
4. 011 OIL & GAS EQUIPMENT, SERVICES
REASONS: TWO MAJOR GAS DISTRIBUTION PROJECTS ARE PLANNED, INCLUDING GAS DISTRIBUTION IN FOUR MAJOR CITIES. TURKEY ALSO HAS AN ACTIVE OIL EXPLORATION PROGRAM.
5. 010 MINE, METAL, MINERAL PROD & SRV
REASONS: PLANNED MAJOR UPGRADES OF COAL MINING FACILITIES & EXPANSION OF LIGNITE PRODUCTION. MODERNIZATION OF LEAD-ZINC PROCESSING PLANT & ALUMINIUM SMELTER. STRONG DEMAND FOR BASE METALS BY LOCAL INDUSTRY.

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

1. 005 COMM. & INFORM. EQP. & SERV
2. 010 MINE, METAL, MINERAL PROD & SRV
3. 016 INDUSTRIAL MACHIN, PLANTS, SERV.
4. 009 FOREST PRODUCTS, EQUIP, SERVICES
5. 001 AGRI & FOOD PRODUCTS & SERVICE