

Export and Investment Promotion Planning System

MISSION: 401 ANKARA

COUNTRY: 548 TURKEY

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

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

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:
POOR CHOICE OF AGENTS.

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
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: DEVELOP A COMPREHENSIVE LIST OF LOCAL AGENTS FOR MARKETING OF CANADIAN MINERAL AND PRIMARY METAL PRODUCTS.

Results Expected: EXPANSION IN NUMBER OF AGENTS; IMPROVEMENT IN CANADIAN ACCESS TO TURKISH MARKET.

For the next fiscal year, the Trade Office is planning to undertake the following new export support initiative(s) in this sector (sub-sector):

Activity: INTRODUCTION OF CANADIAN MINERAL/PRIMARY METAL PRODUCTS SUPPLY CAPABILITY TO TURKISH METALLURGY FIRMS USING SUCH PRODUCTS AS INPUTS TO THEIR PRODUCTION AND TO IMPORTERS.

Results Expected: INCREASED FAMILIARITY OF TURKISH MARKET WITH CANADIAN PRODUCTS; INCREASE IN SALES POTENTIAL