

28/11/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ABIDJAN

Market: IVORY COAST

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- Performance of local agent or representative
- Choix de rep. local reconnu dans le
- milieu pour service apres-vente.

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

Activity: Etude du Plan National des Télécom.

Expected Results: Ident'n des besoins en eqpt calendrier d'instal'n de système

Activity: Evaluation du suivi de participation ivoirienne au séminaire Temic Sept 11-29/89.

Expected Results: Renforcer enfluence cdn auprès des décideurs locaux.

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

Activity: Appuyer positionnement de soc. cdn auprès décideurs pour station terrestre de télécom.

Expected Results: Vente d'eqpt/service en télédétection.

Activity: Projection de cassettes video sur expertise Cdn dans le secteur.

Expected Results: Promotion de compétence Cdn.

Activity: Mission exploratoire d'experts en télécom.