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External Affairs Affaires extérieures
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GEOGRAPHICAL SYNOPSIS

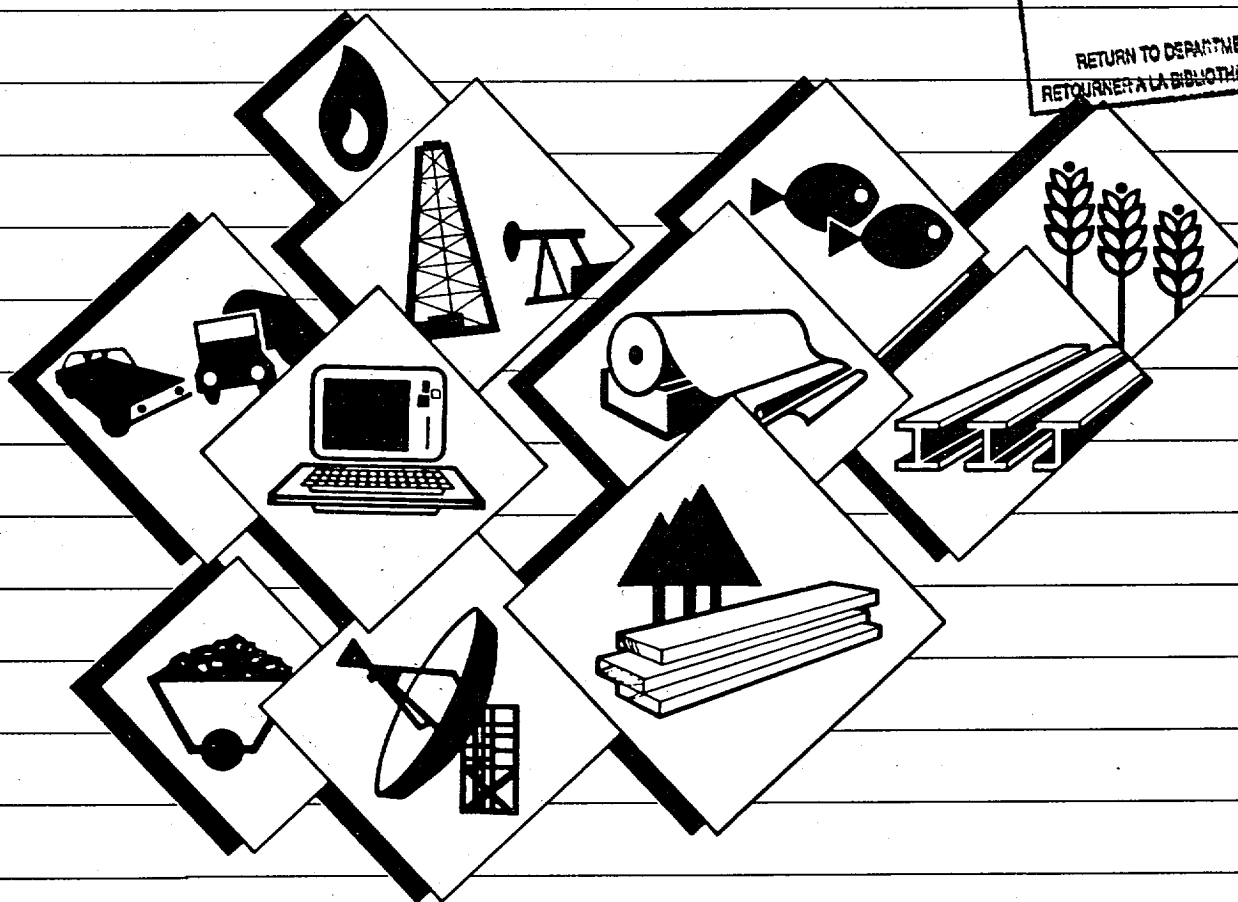
AFRICA

1988-89 EXPORT AND INVESTMENT PROMOTION OPERATIONAL PLAN

Dept. of External Affairs
Min. des Affaires extérieures

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JUNE 1988

**GEOGRAPHIC SYNOPSIS OF
EXPORT PROMOTION PROGRAM PLANS
OF CANADIAN MISSIONS ABROAD
FY 1988/89**

FOREWORD

This report contains a summary of the highlights of the approved work plans of the export and investment promotion program of Canadian diplomatic missions worldwide for fiscal year 1988/89 commencing April 1, 1988.

The format of this synopsis is designed to provide Canadians involved in the process of export and investment promotion the means to identify quickly the key components of the trade program of External Affairs missions and access conveniently those features of the plans which are pertinent to their specific interests.

This synopsis is organized geographically and is available for each of seven geographic regions:

- Latin America and Caribbean
- United States
- Asia and Pacific
- Western Europe
- Eastern Europe
- Africa
- Middle East

The synopsis provides a trade and economic overview of each country in the region in which market prospects exist for Canadian exporters, a listing of sectorial priorities for each market, profiles of important or interesting sectors as well as approved and recommended promotional projects in support of specific program activities.

The emphasis in the synopsis has been placed on providing factual information in as brief a format as possible with minimal narrative.

The computerized planning system from which this report was produced was developed by the Department of External Affairs to facilitate the assembly of vast amounts of detailed information on world markets from some 100 missions abroad. It is programmed to make this information available to the private sector, the Provinces and other departments of government in a format which would enable specific data on sectors or geographic regions to be accessed conveniently.

In their Conference on the Economy held in Regina in 1985, First Ministers noted the major contribution made by the export sector to Canada's national income yet expressed concern at the decline of Canada's share of world exports. To meet this challenge, First Ministers endorsed the need to generate widespread support for a new trade strategy for Canada which would embody three principal elements:

- a) to increase Canadian competitiveness;
- b) to maintain and increase access to foreign markets; and
- c) to achieve more effective international marketing.

It was recognized that these objectives can be met but only if a full and effective partnership of the federal and provincial governments, the private sector and labour can be achieved to ensure a more focussed and consistent approach to international marketing. Appropriate means of assembling and organizing information to suit specific needs is a foundation of the process of consultation from which consensus would be reached. To this end the current computerized planning system was conceived.

In addition to the geographic perspective of this report, information from the data bank is available in a variety of configurations, the most important of which are synopses of 18 sectors and a variety of market reports. Information from these reports can be obtained on request from the geographic or functional bureaux of the Department of External Affairs.

The purpose of this synopsis is to provide those engaged in the process of promoting exports from Canada the means to obtain condensed market data and information on export opportunities. It does not attempt to cover all aspects of foreign markets and by design avoids minutiae and detail. It is intended to highlight what, in the opinion of Canadian Trade Commissioners abroad, is important in their respective territories and what tactics they envisage would be most appropriate to exploit the market. Where markets or sectors in these synopses stimulate interest on the part of exporters, they are invited to seek out more detailed information and further background direct from the post, the geographic and functional bureaux of the Department of External Affairs or the Regional Offices of DRIE throughout Canada.

A last word on statistics. The statistical information contained in this synopsis is to be considered as an attempt on the part of Trade Commissioners abroad to estimate the order or magnitude of market size, market shares, and possible export potential. Users of this synopsis are cautioned that these figures are in many cases best guesses based on discussions with trade sources. In many markets, reliable published statistics are simply not available. However, in an attempt to provide exporters with notional ideas of market size, Trade Commissioners have been asked to do their best to give their considered impressions wherever possible. Therefore it is not intended that the statistical information should be used for purposes other than general guidance.

	<u>PAGE</u>
LAGOS	
- Trade & Economic Overview.....	048
- Post export program priorities.....	048a
- Sector/sub-sector highlights.....	049
- Promotional projects proposed for the two following fiscal years.....	065
PRETORIA (Swaziland)	
- Trade & Economic Overview.....	067
- Post export program priorities.....	067a
- Sector/sub-sector highlights.....	068
HARARE	
- Trade & Economic Overview.....	074
- Post export program priorities.....	074a
- Sector/sub-sector highlights.....	075
YAOUNDE	
- Trade & Economic Overview.....	086
- Post export program priorities.....	087
- Sector/sub-sector highlights.....	088
KINSHASA	
- Trade & Economic Overview.....	103
- Post export program priorities.....	104
- Sector/sub-sector highlights.....	105
- Promotional projects proposed for the two following fiscal years.....	116

DEPARTMENT OF EXTERNAL AFFAIRS

Export and Investment Promotion Planning System

1988/89 Geographic Synopsis

TABLE OF CONTENTS

AFRICA

	<u>PAGE</u>
List of missions.....	001
ADDIS ABABA (Ethiopia)	
- Trade & Economic Overview.....	001a
- Post export program priorities.....	002
- Sector/sub-sector highlights.....	003
ADDIS ABABA (Djibouti)	
- Trade & Economic Overview.....	014
- Post export program priorities.....	014a
- Sector/sub-sector highlights.....	015
NAIROBI (Kenya)	
- Trade & Economic Overview.....	017
- Post export program priorities.....	017a
- Sector/sub-sector highlights.....	018
NAIROBI (Uganda)	
- Trade & Economic Overview.....	031
- Post export program priorities.....	031a
- Sector/sub-sector highlights.....	032
NAIROBI (Tanzania)	
- Trade & Economic Overview.....	039
- Post export program priorities.....	039a
- Sector/sub-sector highlights.....	040
- Promotional projects proposed for the two following fiscal years.....	047

	<u>PAGE</u>
TUNIS	
- Trade & Economic Overview.....	118
- Post export program priorities.....	118a
- Sector/sub-sector highlights.....	119
- Promotional projects proposed for the two following fiscal years.....	135
ABIDJAN	
- Trade & Economic Overview.....	136
- Post export program priorities.....	136a
- Sector/sub-sector highlights.....	137
- Promotional projects proposed for the two following fiscal years.....	154
ABIDJAN, BANQUE AFRICAINE DE DEVELOPPMENT(BAD)	
- Trade & Economic Overview.....	154a
- Sector/sub-sector highlights.....	154b
ALGIERS	
- Trade & Economic Overview.....	155
- Post export program priorities.....	155a
- Sector/sub-sector highlights.....	156
RABAT	
- Trade & Economic Overview.....	170
- Post export program priorities.....	171
- Sector/sub-sector highlights.....	172
- Promotional projects proposed for the two following fiscal years.....	186

	<u>PAGE</u>
LIBREVILLE	
- Trade & Economic Overview.....	188
- Post export program priorities.....	189
- Sector/sub-sector highlights.....	190
 <u>GENERAL</u>	
PEMD - Government Initiated Activities - 1988/89.....	200

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 List of missions/market covered in the following report

MISSIONS

ADDIS ABABA

NAIROBI

LAGOS

PRETORIA

HARARE

YAOUNDE

KINSHASA

TUNIS

ABIDJAN

ALGIERS

RABAT

LIBREVILLE

MARKETS

ETHIOPIA

DJIBOUTI

KENYA

UGANDA

TANZANIA

NIGERIA

SWAZILAND

ZIMBABWE

REPUBLIC OF CAMEROON

ZAIRE

TUNISIA

IVORY COAST

ALGERIA

MOROCCO

GABON

Export and Investment Promotion Planning System

88/89 Trade and Economic Overview

Mission: 301 ADDIS ABABA

Country: 274 ETHIOPIA

FOLLOWING THE 84-85 DROUGHT ETHIOPIA'S ECONOMY SHOWED SOME RECOVERY IN 86. OWING TO IMPROVED RAINFALL & WEATHER CONDITIONS GDP GREW AT A RATE 11.3% IN REAL TERMS COMPARED TO THE GDP DECLINE OF 6.5% IN 85. HOWEVER WITH AN ESTIMATE 5M PEOPLE STILL UNDER IMMEDIATE THREAT & REPORTS OF PROLONGED DROUGHT IN ERITREA TRIGRAY & WOLLO PROVINCES, THE NEED TO ALLOCATE MONEY FROM THE ECONOMY'S SMALL RESOURCES TO ASSIST IN THE COUNTRY DROUGHT & FINALLY WITH A POPULATION GROWTH OF 2.9% THERE IS LITTLE HOPE THAT THE GOV'T WILL BE ABLE TO IMPROVE ECONOMIC CONDITIONS. THE AGRICULTURAL SECTOR HAS A SIGNIFICANT IMPACT ON THE AGGREGATE PERFORMANCE GENERATING ABOUT 90% OF THE COUNTRY'S EXPORTS & PROVIDING ABOUT 85% OF THE EMPLOYMENT. THE MANUFACTURED SECTOR ACCOUNTS FOR 10% OF GDP & IS HEAVILY DEPENDENT ON AGRO-BASED INDUSTRY. THE COUNTRY CONTINUES TO HAVE A LOW CAPACITY TO GENERATE FOREIGN EXCHANGE & IS TOTALLY DEPENDENT ON IMPORTS FOR EVENTUAL DEVELOPMENT INPUTS LIKE MACHINERY & EQUIPMENT TRANSPORT, FUEL ETC. THE WEAK EXPORT STRUCTURE COMBINED WITH A FAST GROWING IMPORT REQUIREMENT WILL CONTINUE TO LEAD TO A WIDENING TRADE DEFICIT ALONG WITH A DETERIORATING BALANCE OF PAYMENT WHICH THE INFLOW OF LOANS ASSISTANCE & TRANSFER WILL HARDLY COVER. ASSISTANCE & TRANSFER WILL HARDLY COVER.

- GDP 11.3 (85/86)
- AGRICULTURAL SECTOR'S SHARE 41%
- INDUSTRIAL SECTOR'S SHARE 18.5%
- SERVICES SECTOR'S SHARE 40.5%
- IMPORT 941.59 US\$ (83/84)
- EXPORT 449.24 US\$ (83/84)

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: AFRICA

Mission: 301 ADDIS ABABA

Market: 274 ETHIOPIA

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

1. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: ACCORDING TO THE 10-YR PLAN NEARLY 100 PROJECTS FOR MINERAL EXPLOITATION EXIST COVERING POSSIBLE DEVELOPMENT OF GOLD PLATINUM COPPER OIL IRON ORE

2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: ACCORDING TO THE 20-YR ENERGY DEVELOPMENT PROGRAM STARTED IN 82 THERE EXISTS REQUIREMENTS FOR A NUMBER OF ADDITIONAL HYDROELECTRIC STATIONS & POSSIBLE POWER TRANSMISSION TO DJIBOUTI & SUDAN

3. 005 COMM. & INFORM. EQP. & SERV

REASONS: IN VIEW OF ETHIOPIAN AIRLINES EXPANSION PROGRAM TO SERVE EAST & CENT. & PART OF W. AFRICA REQ'T FOR EQUIP. & SERVICES EXISTS IN 10-YR. PLAN. RAIL & PORT RENOVATION & EXPAN. IS ENVISAGED.

4. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: INITIAL PREPARATION UNDERWAY FOR RURALTELECOM EQUIP. & SERVICES ARE REQUIRED TO MEET LOCAL NEEDS IN COMM. SECTOR. AG. DEVELOP CONTINUES AS A HIGH PRIORITY IN ETHIOPIA.

5. 014 EDUCATION, MEDICAL, HEALTH PROD

REASONS: 7TH EDUCATIONAL PROJECT UNDER NEGOTIATION WITH W.B. EDUCATIONAL EQUIPMENT AND SERVICES REQUIRED.

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

1. 007 POWER & ENERGY EQUIP. & SERV.
2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
3. 001 AGRI & FOOD PRODUCTS & SERVICE
4. 014 EDUCATION, MEDICAL, HEALTH PROD

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 301 ADDIS ABABA

Market: 274 ETHIOPIA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	32.70M	\$ 22.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	2.50M	\$ 0.60M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	7.40%	2.70%	0.00%	0.00%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	030 %
ii) 354 NETHERLANDS	020 %
iii) 504 FINLAND	020 %
iv) 268 KOREA	013 %
v) 237 ITALY	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports
In Canadian \$

i) CONSULTING SERVICES	\$ 0.00 M
ii) AGRI. MACHINERY	\$ 0.00 M

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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada

Export and Investment Promotion Planning System

MISSION: 301 ADDIS ABABA

COUNTRY: 274 ETHIOPIA

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:

- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- 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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- sourcing assistance from Canadian federal/provincial governments departments

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 301 ADDIS ABABA

Market: 274 ETHIOPIA

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	250.00M	\$ 77.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	28.13M	\$ 0.10M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	11.25%	0.10%	0.00%	0.00%

Major Competing Countries

Market Share

i) 237 ITALY	044 %
ii) 507 SWEDEN	030 %
iii) 265 JAPAN	015 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports:

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) RADIO EQPT	\$ 0.13 M
ii) TRAINING SERVICES	\$ 3.00 M
iii) RURAL TELECOMMUNICATION	\$ 25.00 M

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

i) Project Name: 7TH TELECOM PROJECT

Approximate Value: \$ 80.0 M

Financing Source: 001 IBRD

For further info. please contact:

F. X. E. L'OIGNON CDN EMBASSY ADDIS, TLX: 2105

Export and Investment Promotion Planning System

MISSION: 301 ADDIS ABABA

COUNTRY: 274 ETHIOPIA

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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

ITALY, SWEDEN AND JAPAN FREQUENTLY VISIT AREA/GOV'T OFFICIALS AND EXTEND CREDIT FACILITIES.

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:

- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- 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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- sourcing assistance from Canadian federal/provincial governments departments

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

Activity: OBTAIN DETAILED TOR FOR 7TH TELECOM PROJECT (WB)

Results Expected: PROVIDE ADVANCE INFO TO CDN COMPANIES.

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: ENCOURAGE EQUIPMENT MANUFACTURES TO DEMONSTRATE CDN SUPPLY CAPABILITY FOR RURAL TELECOM

Results Expected: POSITION CDN COMPANIES TO BID ON INTL TENDERS

Export and Investment Promotion Planning System

MISSION: 301 ADDIS ABABA

COUNTRY: 274 ETHIOPIA

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: ENCOURAGE CDN MANUFACTURERS/INSTITUTIONS TO DEVELOP TRAINING ACTIVITIES.

Results Expected: ESTABLISH LINKAGES WITH ETH TELECOM AUTHORITY (ETA)

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 301 ADDIS ABABA

Market: 274 ETHIOPIA

Sector: 007 POWER & ENERGY EQUIP. & SERV.

Subsector: 071 HYDRD

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	34.00M	\$ 62.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	2.00M	\$ 1.60M	\$ 0.70M	\$ 0.50M
Canadian Share of Import Market	5.80%	2.50%	0.00%	0.00%

Major Competing Countries

Market Share

i) 237 ITALY	050 %
ii) 051 UNITED KINGDOM	010 %
iii) 265 JAPAN	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) ENGINEERING SERVICES	\$ 2.00 M
ii) POWER GENERATING EQPT.	\$ 0.30 M
iii) TRANSMISSION EQPT.	\$ 0.30 M

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

i) Project Name: GEOTHERMAL ENERGY

Approximate Value: \$ 10 M

Financing Source: 025 OTHER

For further info. please contact:

TEGENE ABRAHAM CDN EMB, ADDIS 15-11-00 15-92-00

Export and Investment Promotion Planning System

MISSION: 301 ADDIS ABABA

COUNTRY: 274 ETHIOPIA

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 financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada

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:

- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- 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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- sourcing assistance from Canadian federal/provincial governments departments

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

Activity: OBTAIN DETAILED DEVELOPMENT PLAN FOR SECTOR FROM EELPA AND PROVIDE ADVANCE INFO TO CDN INDUSTRY.

Results Expected: COMPANIES WILL BE BETTER INFORMED ABOUT MARKET OPPORTUNITIES.

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: OBTAIN DETAILED TOR FOR GEOTHERMAL DEVELOPMENT.

Results Expected: COMPANIES WILL BE IN BETTER POSITION TO BID ON GEOTHERMAL PROJECT.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 301 ADDIS ABABA

Market: 274 ETHIOPIA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 085 AEROSPACE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	90.00M	\$ 10.00M	\$ 10.00M	\$ 8.00M
Canadian Exports \$	20.00M	\$ 5.00M	\$ 1.00M	\$ 0.00M
Canadian Share of Import Market	22.00%	50.00%	10.00%	0.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	023 %
ii) 128 GERMANY WEST	020 %
iii) 237 ITALY	020 %
iv) 112 FRANCE	015 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) ENGINEERING /ASSEMBLY	\$ 10.00 M
ii) AIRCRAFT SALES	\$ 10.00 M
iii) CONSULTING SERVICES	\$ 0.10 M

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 moderate

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 financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

U. S. A. W. GERMANY AND ITALY HAVE OFTEN VISITED INFLUENTIAL LOCAL/PARTNER, WHO REMAIN CLOSE CONTACT WITH MINISTRY OF COMMUNICATION TO ENTICE THEM WITH CREDIT FACILITIES.

Export and Investment Promotion Planning System

MISSION: 301 ADDIS ABABA

COUNTRY: 274 ETHIOPIA

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:

- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- 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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- sourcing assistance from Canadian federal/provincial governments departments

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

Activity: OBTAIN DETAILED DEVELOPMENT PLANS FOR ETHIOPIAN AIRLINES.

Results Expected: CDN COMPANIES WILL BE BETTER INFORMED ABOUT MARKET OPPORTUNITIES.

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: INVESTIGATE STATUS OF PLANS FOR MAINTENANCE CENTRE FOR ETHIOPIAN AIRLINES.

Results Expected: CDN COMPANIES WILL BE BETTER INFORMED OF MARKET OPPORTUNITY.

Activity: INVESTIGATE, ANALYSE AND EVALUATE TRAINING REQUIREMENTS OF ETHIOPIAN AIRLINES

Results Expected: ESTABLISH LINKAGE BETWEEN CDN ORGANIZATION AND EA TRAINING DIRECTORATE.

Activity: MONITOR PROGRESS OF FLEET ACQUISITION PLANS FOR ETHIOPIAN AIRLINES

Results Expected: POSITION AT LEAST ONE CDN COMPANY TO BID OF AIRCRAFT TENDER.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 301 ADDIS ABABA

Market: 274 ETHIOPIA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 143 EDUCATIONAL SERVICES, EQUIPMENT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	90.00M	\$ 70.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	3.00M	\$ 1.40M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	3.30%	2.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	020 %
ii) 206 INDIA	020 %
iii) 265 JAPAN	010 %
iv) 128 GERMANY WEST	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) CONSULTANCY SERVICES	\$ 2.00 M
ii) EDUCATION EQPT/MATERIALS	\$ 10.00 M

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

- i) Project Name: SEVENTH EDUCATION PROJECT
 Approximate Value: \$ 90 M
 Financing Source: 001 IBRD
 For further info. please contact:
 F. X. E. LOIGNON CDN EMB ADDIS 151100 159200

Export and Investment Promotion Planning System

MISSION: 301 ADDIS ABABA

COUNTRY: 274 ETHIOPIA

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 financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada

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:

- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- 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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- sourcing assistance from Canadian federal/provincial governments departments

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

Activity: INVESTIGATE REQUIREMENTS FOR EQUIPMENT, SUPPLIES AND SERVICES BY MINISTRIES OF HEALTH, EDUCATION; OBTAIN TENDER NOTICES.

Results Expected: CDN COMPANIES WILL BE BETTER INFORMED RE MARKET OPPORTUNITIES.

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: MONITOR PREPARATION OF 7TH EDUCATION PROJECT AND OBTAIN DETAILED TOR.

Results Expected: POSITION CDN COMPANIES/ORGANIZATIONS TO BID ON INTL TENDERS ANTICIPATED LATE 88.

Export and Investment Promotion Planning System

88/89 Trade and Economic Overview

Mission: 301 ADDIS ABABA

Country: 572 DJIBOUTI

DJIBOUTI - ECONOMY

GNP WAS ESTIMATED AT DFR53.59 BN IN 1984, USING UN POPULATION FIGURES THIS GIVES GPN PER CAPITA OF \$750(DOWN FROM \$825 IN 1982). AS A GUIDE TO LIVING STANDARDS THIS IS HOWEVER, DISTORTED FIRST BY THE HIGH COST OF MANY GOODS IN DJIBOUTI BECAUSE OF TRANSPORT COSTS & THE SMALL SIZE OF THE LOCAL MARKET; AND SECOND BY THE CO-EXISTENCE OF A LARGE AND WELL PAID EXPATRIATE COMMUNITY. IN PRACTICE, MOST DJIBOUTIANS LIVE AT SUBSISTENCE LEVEL OR BELOW, AT LIVING STANDARDS COMPARABLE WITH THOSE ACROSS THE BORDERS, IN SOMALIA & ETHIOPIA. A CONDITION REFLECTED IN GOVERNMENT FIGURES FOR ADJUSTED GNP PER CAPITA OF UNDER \$300. THE ECONOMY ITSELF IS BASED VERY LARGELY ON SERVICES, CENTERED ON THE PORT, RAILWAY & FRENCH MILITARY GARRISON, WHICH ACCOUNTED FOR OVER 50 PER CENT OF GDP IN 1984. THERE ARE NO MINERALS OF ANY SIGNIFICANCE, MANUFACTURING IS EMBRYONIC, AND AGRICULTURE IS SEVERELY CONSTRAINED BY SHORTAGES OF BOTH LAND AND WATER. FUTURE PROSPECTS THUS DEPEND LARGELY ON DJIBOUTI'S ABILITY TO BECOME A REGIONAL SERVICE CENTRE AND ON ITS ABILITY TO UPGRADE ITS FACILITIES AND EXPERTISE. THE GOVERNMENT'S DEVELOPMENT PROGRAMME DOES ENVISAGE GROWTH IN THE CONTRIBUTION OF MANUFACTURING AND AGRICULTURE TO THE ECONOMY, BUT ITS IMPACT HAS THUS FAR BEEN LIMITED. THE FRENCH INFLUENCE ON THE ECONOMY REMAINS VERY STRONG. FRANCE PROVIDES MOST OF DJIBOUT'S IMPORTS, AND SUBSTANTIAL BUDGETARY AID (AS WELL AS CONSIDERABLE FOREIGN CURRENCY FOR THE TECHNICAL AND MILITARY PERSONNEL PROVIDED UNDER VARIOUS AGREEMENTS). BUDGET AID AND TECHNICAL ASSISTANCE IS NOW BEING REDUCED, AND DJIBOUTI IS LOOKING FOR OTHER TRADING PARTNERS, PARTICULARLY IN THE ARAB WORLD. SAUDI ARABIA AND THE USA HAVE BOTH SHOWN A DESIRE TO REPLACE AT LEAST PARTIALLY FRANCE OVER THE LONG TERM.

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: AFRICA

Mission: 301 ADDIS ABABA

Market: 572 DJIBOUTI

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: CONSIDERABLE AMOUNT IS ASSIGNED FOR IMPROVEMENT OF DJIBOUTI PORT FACILITIES WITH REQUIREMENT FOR CONTAINER DISTRIBUTION CENTER.

2. 015 CONSTRUCTION INDUSTRY

REASONS: CONSIDERABLE AMOUNT ALLOCATED FOR CONSTRUCTION PROJECTS IN DJIBOUTI.

3. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: POTENTIAL EXISTS IN THE AREAS OF AGRO INDUSTRIAL EQUIPT AND ARABIC/LATIN MICROCOMPUTERS.

4. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: THERE EXISTS ETHIOPIA-DJIBOUTI POWER TRANSMISSION AND INTER-CONNECTION PROJECT.

5. 014 EDUCATION, MEDICAL, HEALTH PROD

REASONS: PROJECT FOR MEDICAL/PHARMACEUTICAL DISTRIBUTION CENTRE FOR DJIBOUTI IS STILL ON.

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

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 301 ADDIS ABABA

Market: 572 DJIBOUTI

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	32.70M	\$ 22.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	2.50M	\$ 0.60M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00% 2.	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	030 %
ii) 128 GERMANY WEST	020 %
iii) 504 FINLAND	020 %
iv) 268 KOREA	013 %
v) 237 ITALY	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports

- i) CONSULTING SERVICES
- ii) AGRI. MACHINERY

In Canadian \$	
\$	0.00 M
\$	0.00 M

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

- i) Project Name: PEASANT AGRICULTURE DEVELOPMENT

Approximate Value: \$ 28 M

Financing Source: 001 IBRD

For further info. please contact:

F. X. E. LOIGNON CDN EMBASSY 21053 DOMCAN ADDIS

Export and Investment Promotion Planning System

MISSION: 301 ADDIS ABABA

COUNTRY: 572 DJIBOUTI

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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada

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:

- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- 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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- sourcing assistance from Canadian federal/provincial governments departments

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

Activity: MONITOR DEVELOPMENT PLANS OBTAIN TENDER NOTICES FOR EQUIPMENT, SUPPLIES, SERVICES.

Results Expected: COMPANIES WILL BE BETTER INFORMED RE MARKET OPPORTUNITIES.

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: OBTAIN DETAILED TORS FOR MULTILATERAL PROJECTS IN AGRICULTURE, LIVESTOCK DEVELOPMENT ETC.

Results Expected: POSITION CDN COMPANIES TO BID ON INTL TENDERS

Export and Investment Promotion Planning System

88/89 Trade and Economic Overview

Mission: 303 NAIROBI

Country: 279 KENYA

IN RECENT MONTHS THE DETERIORATING BALANCE OF PAYMENTS SITUATION DUE TO DECLINING TEA AND COFFEE PRICES AND RISING OIL PRICES, AND A CORRESPONDING SHORTAGE OF FOREIGN EXCHANGE GENERALLY RESTRICTED IMPORTS AND OPPORTUNITIES FOR CANADIAN EXPORTERS. THE POST CONTINUES TO RECEIVE INDICATIONS OF INTEREST BY POTENTIAL KENYAN IMPORTERS IN A CANADIAN FACILITY TO PROVIDE FOREIGN EXCHANGE, SUCH AS A DEVELOPMENT LINE OF CREDIT. IF A CIDA DEV'T LINE OF CREDIT IS APPROVED DEA SHOULD COORDINATE WITH CIDA TO SEND A MISSION OF CDN EXPORTERS TO KENYA TO IDENTIFY OPPORTUNITIES UNDER THE DLDC AT THAT TIME. IN ADDITION AN ADVERTISING SUPPLEMENT IN A REGIONAL TRADE PERIODICAL TO PROMOTE CDN CAPABILITIES WOULD BE TIMELY. CONSULTING SERVICES COMPRISES OUR MOST ACTIVE SECTOR BUT IS SPREAD OVER A NUMBER OF SPECIFIC SECTORS IDENTIFIED BELOW. MADAGASCAR CONTINUES TO SUFFER FROM SHORTAGE OF FOREX. AT PRESENT TIME, AUTHORITIES ARE MAKING USA DLRS 7.5 MILLION AVAILABLE PER MONTH FOR IMPORTS: USA 5 MILLION FOR ESSENTIAL COMMODITIES AND SUA 2.5 MILLION FOR CONSUMER PRODUCTS MAD HAS RECENTLY REACHED AGMT WITH IMF AND AS RESULT WORLD BANK HAS INCREASED ITS PROGRAM SUBSTANTIALLY TO LEVEL OF USA DLRS 100 MILLION PRIMARILY FOR AGRIC SECTOR ADJUSTMENT CREDIT, OTHER AGRIC PROJECTS, PORTS, RAILWAYS POWER SECTOR AFRICAN DEVELOPMENT BANK ALSO HAS LIMITED INVOLVEMENT IN AGRIC SECTOR. THERE HAS BEEN SUBSTANTIAL ACTIVITY IN RECENT YEARS IN OIL AND GAS EXPLORATION INCLUDING PCIAC AND BAWDEN DRILLING, BUT NO SIGNIFICANT SHOWS IDENTIFIED NEVERTHELESS OPTIMISM REMAINS. CDN COYS WITH FRENCH SPEAKING PERSONNEL ARE WELL RECEIVED HOWEVER DESPITE OFFSTATED DESIRE ON PART OF MALGACHE AUTHORITIES TO DIVERSIFY SOURCES, FRENCH SUPPLIERS REMAIN FIRMLY ENTRENCHED IN ADDITION GENEROUS FRENCH FINANCING TERMS AND POLITICAL CLOUT MAKE COMPETITION VERY STIFF.

SOMALIA IS EXPERIENCING SERIOUS STRUCTURAL DIFFICULTIES IN ITS ECONOMY AND, AS A RESULT, THE OPPORTUNITIES FOR CDN COMMERCIAL EXPORTS ARE QUITE LIMITED. THE MOST LIKEL OPPORTUNITIES FOR BUSINESS WILL BE THROUGH MULTILATERAL PROJECTS IN AGRICULTURE, PUBLIC WORKS AND TELECOMMUNICATIONS. ITALY IS THE TRADITIONAL SOURCE OF SUPPLY FOR MUCH OF SOMALIA'S NEEDS. FOR THIS COMP-ARATIVELY ISOLATED MARKET CDN COMPANIES MUST BE PREPARED TO MAKE FREQUENT VISITS AND TO CULTIVATE CONTACTS. EXPORT PROMOTION IN THE REGION IS COORDINATED BY THE TRADE COMMISSIONER RESIDENT IN NAIROBI.

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: AFRICA

Mission: 303 NAIROBI

Market: 279 KENYA

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: AVAILABILITY OF MULTILATERAL FINANCING, DESIRE OF KENYANS TO DIVERSIFY FROM TRADITIONAL SOURCES OF SUPPLY AND EXPERTISE (EUROPEAN & JAPANESE) & HIGH REGARD FOR CDN EXPERTISE IN TRANSPORTATION SECTOR PRODS&SERVCS.

2. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: FAMILIARITY AND SUCCESSFUL EXPERIENCE OF KENYAN MILITARY WITH CDN DEFENCE EQUIPMENT.

3. 005 COMM. & INFORM. EQP. & SERV

REASONS: KENYAN POST AND TELECOMMUNICATIONS AUTHORITY IS UPGRADING FACILITIES. MULTI-LATERAL FINANCING IS AVAILABLE. CANADA HAS EXCELLENT REPUTATION IN GOODS AND SERVICES IN THIS SECTOR.

4. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: CONTINUED EXTENSIVE EXPLORATION ACTIVITY BY MAJOR MULTINATIONALS IN KENYA. ACKNOWLEDGED EXPERIENCE OF CANADIAN SUPPLIERS OF GOODS AND SERVICES IN OIL AND GAS SECTOR.

5. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: AGRICULTURE IS THE BACKBONE OF THE KENYAN ECONOMY. GROWING OPPORTUNITIES FOR CDNS SHOULD RESULT FROM TREND TOWARDS IMPROVEMENT IN FARMING TO PRODUCE HIGHER CROP YIELDS AND INCREASE LIVESTOCK PRODUCTION.

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

1. 004 DEFENCE PROGRAMS, PRODUCTS, SERV
2. 999 MULTIPLE SECTORS
3. 007 POWER & ENERGY EQUIP. & SERV.
4. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 303 NAIROBI

Market: 279 KENYA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	90.00M	\$ 60.00M	\$ 55.00M	\$ 40.00M
Canadian Exports \$	3.00M	\$ 0.33M	\$ 0.15M	\$ 0.00M
Canadian Share of Import Market	3.33%	0.54%	0.27%	0.00%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	020 %
ii) 128 GERMANY WEST	018 %
iii) 232 ISRAEL	012 %
iv) 507 SWEDEN	010 %
v) 265 JAPAN	010 %
vi) 577 UNITED STATES OF AMERICA	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) BOVINE SEMEN	\$ 1.00 M
ii) AGRICULTURAL MACHINERY & EQUIPMENT	\$ 15.00 M
iii) CONSULTING SERVICES	\$ 10.00 M
iv) EMBRYO TRANSFER TECHNOLOGY	\$ 0.30 M
v) VETERINARY PHARMACEUTICALS	\$ 1.00 M

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

i) Project Name: AGRICULTURE NATIONAL EXTENSION II
Approximate Value: \$ 20.0 M
Financing Source:

For further info. please contact:

G. DUNFORD CDN HIGH COMM NAIROBI TLX: 22198 DOMCAN

Export and Investment Promotion Planning System

MISSION: 303 NAIROBI

COUNTRY: 279 KENYA

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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive financing from Canada
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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
- support provided by the PEMD program
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- 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: WORLD BANK-FINANCED ANIMAL HEALTH PROJECT WORTH APPROX. \$15M MAY PROVIDE OPPORTUNITIES FOR CDN CONSULTANTS WHO HAVE SUBMITTED BIDS.
DOWNSTREAM OPPORTUNITIES FOR CDN EQUIPMENT SUPPLIERS.

Results Expected: POSSIBLE CONSULTING SERVICES AND EQUIPMENT CONTRACTS.

Activity: DEPT SPONSORED VISIT OF PROMINENT KENYAN AGRICULTURAL CONSULTANT TO FARM PROGRESS SHOW, REGINA, 1987. MACHINERY AND EQUIPMENT SALES MAY RESULT. KEN INTEREST BY SEVERAL LOCAL PURCHASERS HAS BEEN GENERATED BY THE VISITOR.

Results Expected: AGRICULTURAL MACHINERY AND EQUIPMENT SALES POTENTIALLY WORTH SEVERAL MILLION DOLLARS OVER NEXT 2-3 YEARS.

Export and Investment Promotion Planning System

MISSION: 303 NAIROBI

COUNTRY: 279 KENYA

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: INVESTIGATE OPPORTUNITIES FOR EXPORT OF CDN BOVINE SEMEN AND EMBRYO TRANSFER TECHNOLOGY IN LIGHT OF EMERGING DEMAND. ANALYSE DEMAND FOR BOVINE BREEDING STOCK AND REPORT ON MARKET.

Results Expected: SIGNIFICANT SALES OF BOVINE SEMEN, EMBRYO TRANSFER TECHNOLOGY AND BOVINE BREEDING STOCK.

Activity: INVESTIGATE OPPORTUNITY TO ESTABLISH J/V COMMERCIAL BOVINE AI STATION AND REPORT ON MARKET TO DEA, AG, ODA, DRIE, ETC.

Results Expected: SALES OF EQUIPMENT AND SERVICES.

Activity: (PROPOSED AGRICULTURE CANADA LIVESTOCK TECHNICAL MISSION EARLY /89 WILL SUPPORT ACTIVITIES 1 AND 2).

Results Expected:

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 303 NAIROBI

Market: 279 KENYA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	50.00M	\$ 40.00M	\$ 50.00M	\$ 20.00M
Canadian Exports \$	4.00M	\$ 4.00M	\$ 47.00M	\$ 2.00M
Canadian Share of Import Market	8.00%	10.00%	94.00%	10.00%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	040 %
ii) 577 UNITED STATES OF AMERICA	030 %
iii) 112 FRANCE	010 %
iv) 128 GERMANY WEST	010 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) AIRCRAFT PARTS	\$ 3.00 M
ii) AMMUNITION	\$ 0.50 M
iii) TRANSPORT AIRCRAFT	\$ 24.00 M
iv) RADAR (SLAR)	\$ 0.00 M

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

i) Project Name: COMMUNICATIONS-RACE SYSTEM
Approximate Value: \$.2 M
Financing Source: 023 EDC
For further info. please contact:
A. LYONS, CDN HIGH COMM, T: 334033, TLX: 22198

ii) Project Name: AIRCRAFT PARTS AND ASSEMBLIES
Approximate Value: \$ 4.0 M
Financing Source: 012 DOM
For further info. please contact:
A. LYONS CDN HIGH COMM TEL: 33403 TLX: 22198 DOMCAN

Export and Investment Promotion Planning System

MISSION: 303 NAIROBI

COUNTRY: 279 KENYA

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

- exports of certain products or services to this country are subject to Canadian export controls
- 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
- the apparent limited sectoral capability in Canada compared to other competing export countries

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
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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: PROMOTE AMMUNITION SALE TO DOD.

Results Expected: ORDER WORTH \$0.5 MILLION

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: PROMOTION OF SALE OF DASH B-M AIRCRAFT TO DOD TO REPLACE RECENTLY DESTROYED BUFFALO.

Results Expected: POSSIBLE SALE OF 2 AIRCRAFT WORTH UP TO \$24 MILLION.

Activity: ANALYSE COMPETITION, INVESTIGATE DOD PROCUREMENT PLANS ESPECIALLY COMM, EQUIP, OBTAIN TOR FOR TENDERS, REPORT TO DRIE, DEA, DND ETC.

Results Expected: INTRODUCE TWO NEW COMPANIES TO MARKET

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 303 NAIROBI

Market: 279 KENYA

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	120.00M	\$ 60.00M	\$ 55.00M	\$ 40.00M
Canadian Exports \$	10.00M	\$ 0.17M	\$ 1.80M	\$ 0.59M
Canadian Share of Import Market	8.37%	0.28%	0.33%	1.50%

Major Competing Countries

Market Share

i) 237 ITALY	000 %
ii) 265 JAPAN	000 %
iii) 112 FRANCE	000 %
iv) 051 UNITED KINGDOM	000 %
v) 128 GERMANY WEST	000 %
vi) 507 SWEDEN	000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) RURAL COMMUNICATIONS EQUIPMENT	\$ 25.00 M
ii) TELEX SWITCHING EQUIPMENT	\$ 10.00 M

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

- i) Project Name: RURAL COMMUNICATIONS
Approximate Value: \$ 60.0 M
Financing Source: 025 OTHER
For further info. please contact:
AL LYONS CDN HIGH COMM TEL: 334033

Export and Investment Promotion Planning System

MISSION: 303 NAIROBI

COUNTRY: 279 KENYA

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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive financing from Canada
- difficulties in obtaining credit facilities in Canada

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
- support provided by the PEMD program
- participation in trade fairs
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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: CONTINUE ASSISTING CANADIAN COMPANY IN EFFORTS TO OBTAIN TELEX SWITCHING CONTRACT UNDER WORLD BANK CREDIT.

Results Expected: CONTRACT IF SUCCESSFUL WORTH \$5 MILLION

Activity: CONTINUE TO ASSIST CDN COMPANY TO OBTAIN CONTRACT FOR RURAL TELECOMMUNICATIONS EQUIPMENT TO KENYA POSTS & TELECOMMUNICATIONS AUTHORITY.

Results Expected: CONTRACT VALUE \$1 MILLION PLUS POTENTIAL FOR DOWNSTREAM CONTRACTS.

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: GATHER MARKET INTELLIGENCE ON MAJOR COMPETITORS, DEVELOPMENT PLANS OF KENYA P & T AND ADVANCE TOR FOR TENDERS FOR USE BY DRIE, DEA, DOC.

Results Expected: INTRODUCE TWO NEW COMPANIES TO MARKET.

Export and Investment Promotion Planning System

MISSION: 303 NAIROBI

COUNTRY: 279 KENYA

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: GATHER MARKET INTELLIGENCE ON INFORMATICS SECTOR AND REPORT TO DEA, DRIE, ETC.

Results Expected: INTRODUCE 2 NEW COMPANIES TO MARKET.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 303 NAIROBI

Market: 279 KENYA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	90.00M	\$ 130.00M	\$ 60.00M	\$ 40.00M
Canadian Exports \$	3.00M	\$ 3.00M	\$ 1.00M	\$ 2.00M
Canadian Share of Import Market	3.00%	2.00%	2.00%	5.00%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	040 %
ii) 112 FRANCE	015 %
iii) 577 UNITED STATES OF AMERICA	015 %
iv) 265 JAPAN	010 %
v) 237 ITALY	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) CONSULTING SERVICES	\$ 2.00 M
ii) URBAN TRANSIT EQUIPMENT	\$ 0.00 M
iii) LOCOMOTIVE SPARES	\$ 2.00 M
iv) BAGGAGE HANDLING EQUIPMENT (AIRPORT)	\$ 0.50 M

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 moderate

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
- non competitive financing from Canada
- difficulties in obtaining credit facilities in Canada

Export and Investment Promotion Planning System

MISSION: 303 NAIROBI

COUNTRY: 279 KENYA

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
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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: ASSISTING CDN TRANSPORTATION CONSULTING FIRMS TO OBTAIN WORLD BANK FINANCED CONTRACT WITH KENYA RAILWAYS WITHIN "SECOND RAILWAY PROJECT".

Results Expected: SIX COMPANIES EXPECTED TO BE SHORTLISTED, OF WHICH ONLY ONE CANADIAN FIRM. CONTRACT IS POSSIBLE.

Activity: STUDY ON REQUIREMENTS OF KENYA AIRWAYS HAS BEEN COMPLETED. IMPLEMENTATION MAY PROVIDE OPPORTUNITIES FOR CANADIAN SUPPLIERS OF EQUIPMENT AND SERVICES.

Results Expected: POSSIBLE SALES BUT CANNOT BE QUANTIFIED AT THIS POINT.

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: FOLLOW-UP ON DRIE MARKET INVESTIGATION VISIT OCT/87 TO ASSIST CDN COS IDENTIFY OPPORTUNITIES IN RAIL & URBAN SUB-SECTORS. POSSIBLY INVITE KENYAN OFFICIALS TO VISIT CDN CITIES EARLY/88 TO SEE URBAN TRANSIT SYSTEMS & MANUFACTURING FACILITIES.

Results Expected: SALES OF EQUIPMENT AND SERVICES ARE POSSIBLE.

Export and Investment Promotion Planning System

MISSION: 303 NAIROBI

COUNTRY: 279 KENYA

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: INVESTIGATE POTENTIAL BUSINESS FLOWING FROM STUDIES TO BE DONE REGARDING POSSIBLE EXPANSION OF REGIONAL AIRPORTS.

Results Expected: INDEFINITE.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 303 NAIROBI

Market: 279 KENYA

Sector: 011 OIL & GAS EQUIPMENT, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	75.00M	\$ 65.00M	\$ 85.00M	\$ 70.00M
Canadian Exports \$	20.00M	\$ 2.00M	\$ 19.55M	\$ 0.16M
Canadian Share of Import Market	26.60%	3.07%	23.00%	23.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 128 GERMANY WEST	000 %
iii) 112 FRANCE	000 %
iv) 051 UNITED KINGDOM	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) DRILLING EXPLORATION	\$ 20.00 M
ii) AEROMAGNETIC SURVEY	\$ 4.00 M
iii) CONSULTING SERVICES	\$ 15.00 M
iv) EQUIPMENT (OIL REFINERY/PIPELINE)	\$ 5.00 M

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:

- 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

Export and Investment Promotion Planning System

MISSION: 303 NAIROBI

COUNTRY: 279 KENYA

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
- competitive export pricing for this market
- strong sectoral capability in Canada

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

Activity: PROMOTE PROPOSAL SUBMITTED BY CDN COMPANY FOR EXTENSION OF MOMBASA-NAIROBI OIL PIPELINE TO UGANDAN BORDER.

Results Expected: CONTRACT FOR CDN COMPANY IF PROPOSAL ACCEPTED

Activity: PROMOTE PROPOSAL SUBMITTED BY CDN COMPANY FOR REHABILITATION AND UPGRADING OF MOMBASA OIL REFINERY.

Results Expected: CONTRACT FOR CDN COMPANY IF PROPOSAL ACCEPTED

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: INVESTIGATE PLANS FOR EXPLORATION, EQUIPMENT TENDERS, ESPECIALLY GEOTHERMAL SECTOR AND REPORT TO DRIE, DEA, PROVINCES.

Results Expected: POSSIBLE CONTRACTS FOR DRILLING, SERVICES OR EQUIPMENT. INTRODUCE TWO NEW COMPANIES TO MARKET.

Export and Investment Promotion Planning System

88/89 Trade and Economic Overview

Mission: 303 NAIROBI

Country: 291 UGANDA

GOU'S CURRENCY DEVALUATION EARLY IN 1987 FOLLOWED BY ITS ECONOMIC REHABILITATION AND DEVELOPMENT PLAN LAUNCHED IN MAY/87 HAVE LED TO AGREEMENT WITH THE IMF FOR A STRUCTURAL ADJUSTMENT FACILITY AMOUNTING TO SDR 46.8 MILLION. THE AGREEMENT PARTIALLY REESTABLISHED UGANDA'S CREDENTIALS WITH THE IFI'S AND WESTERN DONOR COUNTRIES. FULL REESTABLISHMENT IS CONSTRAINED BY THE CONTINUING INTERNAL POLITICAL INSECURITY.

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: AFRICA

Mission: 303 NAIROBI

Market: 291 UGANDA

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: REHABILITATION AND UPGRADING OF UGANDAN RAILWAY & ROADS, AND OF ENTEBEE AIRPORT ARE MAJOR PRIORITIES, BUT REQUIRE AS YET UNCOMMITTED DONOR FUNDING. IF THESE PROCEED THERE IS SIGNIFICANT POTENTIAL.

2. 005 COMM. & INFORM. EQP. & SERV

REASONS: MAJOR REHABILITATION IS NEEDED OF TELECOMMUNICATIONS INFRASTRUCTURE.

3. 014 EDUCATION, MEDICAL, HEALTH PROD

REASONS: REHABILITATION AND UPGRADING OF MEDICAL AND EDUCATIONAL INSTITUTIONS IS HIGH GOV PRIORITY. SOME IFI & BILATERAL FUNDING HAS BEEN COMMITTED TO SPECIFIC PROJS. THESE ARE OF INTEREST TO CDN CONSULTANTS & SUPPLIERS.

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

1. 001 AGRI & FOOD PRODUCTS & SERVICE

2. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

3. 014 EDUCATION, MEDICAL, HEALTH PROD

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 303 NAIROBI

Market: 291 UGANDA

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	40.00M	\$ 35.00M	\$ 24.00M	\$ 0.00M
Canadian Exports \$	2.00M	\$ 0.24M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	5.00%	0.69%	0.00%	0.00%

Major Competing Countries

Market Share

i) 237 ITALY	015 %
ii) 608 WEST EUROPE	020 %
iii) 265 JAPAN	010 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are
good market prospects

Current Total Imports
In Canadian \$

i) TELECOMMUNICATIONS EQUIPMENT	\$ 10.00 M
ii) CONSULTING SERVICES	\$ 10.00 M

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

i) Project Name: TELECOMMUNICATIONS 2
Approximate Value: \$ 25.0 M
Financing Source: 001 IBRD
For further info. please contact:
AL LYONS CDN HIGH COMM NAIROBI, TLX: 22198 DOMCAN

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

Export and Investment Promotion Planning System

MISSION: 303 NAIROBI

COUNTRY: 291 UGANDA

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 financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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
- support provided by the PEMD program
- 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: ANALYSE PREPARATION OF WORLD BANK FINANCED REHABILITATION OF TELECOMMUNICATIONS INFRASTRUCTURE PROGRAM, OBTAIN ADVANCE TENDER INFO AND REPORT TO DRIE, DEA, DOC.

Results Expected: POSSIBLE CONTRACTS FOR CONSULTANCY FIRMS AND EQUIPMENT SUPPLIERS. GET ONE CDN COMPANY ON SHORT LIST.

Activity: ANALYSE PREPARATION OF KAGERA BASIN MICROWAVE LINK PROJECT FUNDED BY AFDB, OBTAIN ADVANCE TENDER INFO AND REPORT TO DRIE, DEA, DOC.

Results Expected: POSSIBLE CONTRACTS FOR CONSULTANCY FIRMS AND EQUIPMENT SUPPLIERS. GET ONE CDN COMPANY ON SHORT LIST.

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: INVESTIGATE DEVELOPMENT PLANS FOR UP & T AND REPORT OPPORTUNITIES TO DEA, DRIE, DOC.

Results Expected: INTRODUCE 2 NEW COMPANIES TO MARKET.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 303 NAIROBI

Market: 291 UGANDA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	75.00M	\$ 70.00M	\$ 45.00M	\$ 0.00M
Canadian Exports \$	6.00M	\$ 0.52M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	8.00%	0.74%	0.00%	0.00%

Major Competing Countries

Market Share

- | | |
|----------------------|-------|
| i) 237 ITALY | 020 % |
| ii) 128 GERMANY WEST | 020 % |

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) CONSULTING SERVICES	\$ 10.00 M
ii) RAILWAY MATERIALS & EQUIPMENT	\$ 7.00 M
iii) HIGHWAY MAINTENANCE EQUIPMENT	\$ 5.00 M

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

- exports of certain products or services to this country are subject to Canadian export controls
- 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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Export and Investment Promotion Planning System

MISSION: 303 NAIROBI

COUNTRY: 291 UGANDA

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
- support provided by the PEMD program
- 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: CDN COMPANY HAS APPLIED FOR CPPF STUDY FINANCING FOR ENTEBBE AIRPORT REHABILITATION.

Results Expected: CIDA APPROVAL OF STUDY MAY LEAD TO DOWNSTREAM SERVICES AND EQUIPMENT CONTRACTS.

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: IF IFI FUNDING BECOMES AVAILABLE FOR RAILWAY AND/OR ROAD REHABILITATION AND UPGRADING PROGRAMS POST WILL ANALYSE DEVELOPMENT PLANS, OBTAIN ADVANCE TENDER INFO AND REPORT OPPORTUNITIES TO DRIE, DEA.

Results Expected: FOR SERVICES, SPARE PARTS, AND SOME NEW EQUIPMENT. WE WILL AIM TO INTRODUCE TWO NEW COMPANIES TO MARKET.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 303 NAIROBI

Market: 291 UGANDA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	60.00M	\$ 73.00M	\$ 44.00M	\$ 0.00M
Canadian Exports \$	3.00M	\$ 0.10M	\$ 0.61M	\$ 0.00M
Canadian Share of Import Market	5.00%	0.14%	1.40%	0.00%

Major Competing Countries

Market Share

i) 608 WEST EUROPE

075 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector:

5-15 \$M

Current status of Canadian exports:

No Export results to date

Products/services for which there are good market prospects

Current Total Imports In Canadian \$

- i) CONSULTING SERVICES
- ii) HOSPITAL & MEDICAL EQUIPMENT & SUPPLIES
- iii) EDUCATIONAL EQUIPMENT & MATERIALS

\$	0.00 M
\$	0.00 M
\$	0.00 M

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

- i) Project Name: EDUCATION I
Approximate Value: \$ 20.0 M
Financing Source: 001 IBRD
For further info. please contact:
AL LYONS CDN HIGH COMM NAIROBI TLX:22198 DOMCAN
- ii) Project Name: HEALTH AND POPULATION
Approximate Value: \$ 20.0 M
Financing Source: 001 IBRD
For further info. please contact:
AL LYONS CDN HIGH COMM NAIROBI TLX:22198 DOMCAN
- iii) Project Name: EMERGENCY HEALTH REHAB
Approximate Value: \$ 30.0 M
Financing Source: 001 IBRD
For further info. please contact:
AL LYONS, CDN HIGH COMM NAIROBI TLX:22198

Export and Investment Promotion Planning System

MISSION: 303 NAIROBI

COUNTRY: 291 UGANDA

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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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
- support provided by the PEMD program
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- 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: MBALE HOSPITAL REHABILITATION PROJECT FINANCED BY AFDB WILL NEED CONSULTANTS AND EQUIPMENT SUPPLIERS. (STUDY ALREADY COMPLETED)

Results Expected: POSSIBLE CONTRACTS FOR CDN FIRMS. POST WILL ATTEMPT TO GET CDN COMPANY ON SHORT LIST.

Activity: MULAGO HOSPITAL REHABILITATION PROJ WILL REQUIRE CONSULTANTS TO DO STUDY AND, IF POSITIVE, WILL NEED EQUIPMENT SUPPLIERS FOR IMPLEMENTATION. PROJECT FINANCED BY AFDB.

Results Expected: POSSIBLE CONSULTING AND EQUIPMENT SUPPLY CONTRACTS. POST WILL ATTEMPT TO GET CDN COMPANY ON SHORT LISTS.

Export and Investment Promotion Planning System

MISSION: 303 NAIROBI

COUNTRY: 291 UGANDA

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

Activity: PROJECT FOR REHABILITATION OF MAKERERE UNIVERSITY TO BE FINANCED BY SEVERAL DONORS WILL CALL FOR CONSULTANCY WORK, AND LATER, EQUIPMENT.

Results Expected: POSSIBLE CONTRACTS FOR CDN FIRMS. POST WILL ATTEMPT TO GET CDN COMPANY ON SHORT LIST.

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: INVESTIGATE DEVELOPMENT PLANS FOR HEALTH, EDUCATION SECTORS; GATHER ADVANCE PROJECT AND TENDER DATA; REPORT OPPORTUNITIES TO DEA, DRIE.

Results Expected: INTRODUCE TWO NEW COMPANIES TO MARKET

Activity: ANALYSE PROJECT PREPARATION (SEE BELOW) FOR NGW WB PROJECTS AND REPORT KEY INFO TO DEA, DRIE.

Results Expected: ATTEMPT TO GET CDN COMPANIES PREGUALIFIED FOR SERVICES/EQUIPMENT.

10/05/88

DEPARTMENT OF EXTERNAL AFFAIRS

PAGE:39

Export and Investment Promotion Planning System

88/89 Trade and Economic Overview

Mission: 303 NAIROBI

Country: 651 TANZANIA

TANZANIA HAS SHOWN DETERMINATION TO TAKE EFFECTIVE STEPS TO REDUCE ITS ECONOMIC PROBLEMS. LARGELY AS A RESULT OF THE SETTLEMENT WITH THE IMF THERE HAS BEEN SUBSTANTIAL INFLOW OF MULTILATERAL AND BILATERAL FUNDS TO SUPPORT A 3 YEAR ECONOMIC RECOVERY PROGRAM. THE GROWING RECENT AVAILABILITY OF IMPORTED CONSUMER GOODS, UNAVAILABLE THROUGH LOCAL PRODUCTION, IS LARGELY ATTRIBUTABLE TO THE GOT PERMITTING LOCAL BUSINESSMEN TO UTILIZE FOREIGN EXCHANGE UNOFFICIALLY ACCUMULATED, AND HAS ADDED TO A GENERAL WAVE OF OPTIMISM REGARDING THE ECONOMY.

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: AFRICA

Mission: 303 NAIROBI

Market: 651 TANZANIA

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

1. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: OIL AND GAS EXPLORATION AND DEVELOPMENT CONTINUES TO BE A MAJOR PRIORITY IN TANZANIA WHICH WILL EVENTUALLY GENERATE OPPORTUNITY FOR CANADIAN SUPPLIERS.

2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: CONTINUING REHABILITATION OF HIGHWAYS WILL PRESENT CONSULTANCY AND EQPT SUPPLIERS WITH OPPORTUNITIES REHABILITATION OF RAILWAY IS ALSO A PRIORITY WITH ATTENDANT SALES POSSIBILITY.

3. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: TANZANIA PLANS SUPPORTED BY DONOR FINANCING CALL FOR MAJOR REHABILITATION OF EXISTING POWER INFRASTRUCTURE, AND FOR STUDIES RELATING TO ESTABLISHING ADDITIONAL FACILITIES.

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

1. 999 MULTIPLE SECTORS
2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
3. 013 CONSUMER PRODUCTS
4. 010 MINE, METAL, MINERAL PROD & SRV

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 303 NAIROBI

Market: 651 TANZANIA

Sector: 007 POWER & ENERGY EQUIP. & SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 410 NORWAY	000 %
ii) 128 GERMANY WEST	000 %
iii) 265 JAPAN	000 %
iv) 051 UNITED KINGDOM	000 %
v) 599 YUGOSLAVIA	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

i) CONSULTING SERVICES	\$ 0.00 M
ii) POWER PLANT EQUIPMENT	\$ 0.00 M

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

- there are import restrictions which can present significant problems
- 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:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Export and Investment Promotion Planning System

MISSION: 303 NAIROBI

COUNTRY: 651 TANZANIA

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
- the presence of CIDA programs which have opened the market to Canadian companies
- 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: MONITOR DEVELOPMENT FOR MINI HYDROELECTRIC POWER PLANT PROJECT IN RUFUJI BASIN UNDER STUDY BY GOT. IF FEASIBILITY SUBSTANTIATED THERE MAY BE OPPORTUNITIES FOR CDN CONSULTANTS AND SUPPLIERS.

Results Expected: POSSIBLE CONTRACTS. WILL ATTEMPT TO GET CDN FIRM ON SHORT LISTS.

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: AFDB-FUNDED PANGANI FALLS HYDROELECTRIC POWER DEVELOPMENT STUDY WILL CALL FOR CONSULTANTS, AND ULTIMATELY EQUIPMENT FOR IMPLEMENTATION. POST WILL ANALYSE PLANS AND REPORT OPPORTUNITIES TO DRIE, DEA.

Results Expected: POSSIBLE CONTRACTS FOR INTERESTED CANADIAN COMPANIE. WILL AIM TO GET CDN COMPANY ON LISTS.

Activity: KIHANSI POWER PROJECTS IN RUFUJI BASIN REQUIRES \$2M FEASIBILITY STUDY BUT STILL LACKS FUNDING COMMITMENTS IS OF POTENTIAL INTEREST TO CANADIAN CONSULTANTS AND SUPPLIERS. POST WILL REPORT OPPORTUNITIES TO DEA, DRIE.

Results Expected: POSSIBLE CONTRACTS. WILL AIM TO GET CDN COMPANY ON SHORT LIST.

Activity: WILL INVESTIGATE COMPETITION, ANALYSE DEVELOPMENT PLANS AND REPORT POTENTIAL SECTOR OPPORTUNITIES TO DEA, DRIE.

Results Expected: INTRODUCE TWO NEW CDN COMPANIES TO MARKET.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 303 NAIROBI

Market: 651 TANZANIA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

Major Competing Countries Market Share

i) 609 EUROPEAN COMMON MARKET C	000 %
ii) 410 NORWAY	000 %
iii) 577 UNITED STATES OF AMERICA	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 3-5 \$MCurrent status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) CONSULTING SERVICES	\$ 0.00 M
ii) HIGHWAY MAINTENANCE EQUIPMENT	\$ 0.00 M
iii) RAILWAY EQUIPMENT & MATERIALS	\$ 0.00 M
iv) AIRPORT EQUIPMENT	\$ 0.00 M

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

i) Project Name: TRANSPORT REHABILITATION
Approximate Value: \$ 30.0 M
Financing Source: 001 IBRD
For further info. please contact:
A LYONS COUN CDN HIGH COMM TLX:22198 DOMCAN

ii) Project Name: TRANSPORT SECTOR ADJUSTMENT
Approximate Value: \$ 50.0 M
Financing Source: 001 IBRD
For further info. please contact:
A LYONS COUN CDN HIGH COMM TLX:22198 DOMCAN

Export and Investment Promotion Planning System

MISSION: 303 NAIROBI

COUNTRY: 651 TANZANIA

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

iii) Project Name: MULTISECTOR REHAB II

Approximate Value: \$ 100.0 M

Financing Source: 001 IBRD

For further info. please contact:

A LYONS COUN CDN HIGH COMM TLX:22198 DOMCAN

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:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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
- the presence of CIDA programs which have opened the market to Canadian companies
- 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: CONTINUATION OF GOT'S WORLD BANK-FUNDED RAILWAY REHABILITATION PROGRAM WILL OFFER OPPORTUNITIES FOR CDN CONSULTANTS AND EQUIPMENT SUPPLIERS. POST WILL ANALYSE PLANS AND REPORT OPPORTUNITIES TO DEA, DRIE.

Results Expected: POSSIBLE CONTRACTS. WILL AIM TO GET CDN COMPANY PREQUALIFIED THEN SHORTLISTED.

Export and Investment Promotion Planning System

MISSION: 303 NAIROBI

COUNTRY: 651 TANZANIA

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

Activity: CONTINUATION OF GOT'S WORLD BANK-FUNDED ROADS REHABILITATION PROGRAM WILL ALSO OFFER OPPORTUNITIES TO CDN CONSULTANTS AND SUPPLIERS. POST WILL ANALYSE PLANS AND REPORT OPPORTUNITIES TO DEA, DRIE.

Results Expected: POSSIBLE CONTRACTS. WILL AIM TO GET CDN COMPANY PREQUALIFIED THEN SHORT-LISTED.

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: UNCONFIRMED PLANS TO REHABILITATE AN EXPAND REGIONAL AIRPORTS WOULD, IF UNDERTAKE, OFFER CONSULTANCY AND EQUIPMENT SUPPLY OPPORTUNITIES. POST WILL INVESTIGATE, ANALYSE AND REPORT OPPORTUNITIES TO DEA, DRIE.

Results Expected: POSSIBLE CONTRACTS. WILL AIM TO GET CDN COMPANY PREQUALIFIED.

Activity: INVESTIGATE COMPETITION, ANALYSE DEVELOPMENT PLANS AN REPORT MARKET OPPORTUNITIES TO DEA, DRIE, ESPECIALLY ADVANCE TENDER NOTICES.

Results Expected: AIM TO INTRODUCE TWO NEW COMPANIES TO MARKET IF ANALYSIS PROVES MARKET FEASIBLE.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 303 NAIROBI

Market: 651 TANZANIA

Sector: 011 OIL & GAS EQUIPMENT, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 237 ITALY	000 %
ii) 577 UNITED STATES OF AMERICA	000 %
iii) 354 NETHERLANDS	000 %
iv) 112 FRANCE	000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) DRILLING EXPLORATION	\$ 0.00 M
ii) CONSULTANCY SERVICES	\$ 0.00 M
iii) EQUIPMENT	\$ 0.00 M

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

- there are import restrictions which can present significant problems
- 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:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Export and Investment Promotion Planning System

MISSION: 303 NAIROBI

COUNTRY: 651 TANZANIA

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
- the presence of CIDA programs which have opened the market to Canadian companies
- 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: PCIAAC-SPONSORED SIESMIC PROGRAM OF ABOUT 780 LINE KMS. IN N. E. OF COUNTRY IS REACHING COMPLETION. IF DRILLABLE LOCATION IDENTIFIED PCIAAC MAY CONSIDER DRILLING A LAND WELL. POST WILL ANALYSE AND REPORT PROGRESS TO DEA, DRIE.

Results Expected: POSSIBLE EXPLOITABLE OIL DISCOVERY AND FOLLOW-ON BUSINESS FOR CDN. FIRMS. WILL AIM TO GET CDN COMPANIES PREQUALIFIED.

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: TPDC PLANS TO DEVELOP SONGO-SONGO GAS FIELD. THIS 5 YEAR \$450M PROJECT ENVISAGES UTILIZING 63M CUBIC FEET OF GAS DAILY FOR A FERTILIZER PLANT. WILL ANALYSE AND REPORT STATUS AND OPPORTUNITIES TO DEA, DRIE.

Results Expected: POSSIBLE CONTRACT. WILL AIM TO GET CDN COMPANY PREQUALIFIED THEN SHORT LISTED.

Activity: WILL INVESTIGATE AND ANALYSE DEVELOPMENT PLANS FOR SECTOR TO INFORM DEA, DRIE, MARKET OPPORTUNITIES.

Results Expected: INTRODUCE TWO NEW COMPANIES TO MARKET.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 303 NAIROBI		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
024 MISSION INCOMING WESTERN CANADA FARM PROGRESS SHOW	REGINA	0688
Sector: 005 COMM. & INFORM. EQP. & SERV		
024 MISSION INCOMING SALON INTL INFORMATIQUE	MONTREAL	0688
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
024 MISSION INCOMING CANADIAN INTERNATIONAL AUTOMOTIVE SHOW	MONTREAL	0088
CANADIAN INTERNATIONAL AUTOMOTIVE SHOW	TORONTO	0488
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
024 MISSION INCOMING NATIONAL PETROLEUM SHOW	CALGARY	0488
Type of Event		
Location		
Date		
Promotional projects proposed for the two following fiscal years.		
Mission: 303 NAIROBI		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
024 MISSION INCOMING WESTERN CANADA FARM PROGRESS SHOW	REGINA	0690
WESTERN CANADA FARM PROGRESS SHOW	REGINA	0689
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
024 MISSION INCOMING NATIONAL PETROLEUM SHOW	CALGARY	0490
INTERCAN '89	EDMONTON	0489
INTERCAN '91	EDMONTON	0491
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
010 FAIRS AFRICAN HEALTH EXHIBITION & CONF	303	1190
Sector: 999 MULTIPLE SECTORS		
010 FAIRS AFRICAN WATER TECH. EXHIBITION AND CONF.	NAIROBI	0290

Export and Investment Promotion Planning System

88/89 Trade and Economic Overview

Mission: 304 LAGOS

Country: 394 NIGERIA

IN 87 THE GOV'T OF NIGERIA (GON) SUSTAINED & DEVELOPED A WORLD BANK ENDORSED STRUCTURAL ADJUSTMENT PROGRAMME (SAP) PROGRESSING TOWARDS ECONOMIC RECOVERY PARTICULARLY WITH THE MACROECONOMIC POLICY CHANGES AIMED AT THE PRIVATE SECTOR. OF THREE NEW DEVELOPMENTS THE FIRST WAS THE MERGING OF THE 1ST & 2ND TIER FOREIGN EXCHANGE MARKETS WHICH REPLACES THE CORRUPT & RESTRICTIVE IMPORT LICENSING REGIME WITH A MORE ACCESSIBLE FOREIGN EXCHANGE AUCTION. IT HAS EFFECTIVELY DEVALUED THE NAIRA BY 300% AND WHILE CURRENCY FLUCTUATIONS CONTINUE THE NAIRA HAS MAINTAINED LEVELS IN LINE WITH THE INTERNATIONAL CURRENCY MARKET. THE 2ND DEVELOPMENT WAS THE NIGERIAN STOCK EXCHANGE'S (NSE) LINK UP WITH REUTERS ENABLING NIGERIAN EQUITIES TO BE QUOTED WORLD-WIDE. THE NSE IS THE LARGEST IN BLACK AFRICA & COULD BE AN IMPORTANT MECHANISM IN OVERALL GROWTH THIRD, THE DEREGULATION OF INTEREST RATES IS TO EASE FOREIGN INVESTMENT CAPITAL, INDUCE THE REPATRIATION OF FLIGHT CAPITAL, ENCOURAGE DOMESTIC INVESTMENT & REDUCE THE OVERALL DEBT LOAD THROUGH DEBT-EQUITY SWAPS. GON PLANS TO LAUNCH ITS NEW 5-YR. DEVELOPMENT PLAN ON JAN 1/88 WITH A MINIMUM NO. OF NEW CAPITAL PROJECTS. FOCUS WILL BE ON RESTRUCTURING, RENOVATING & RATIONALIZATING EXISTING FACILITIES AND CAPACITY. EFFORTS ARE ALSO BEING MADE TO DEVELOPING NIGERIA'S NON-OIL EXPORTS. THE OIL SECTOR CURRENTLY PROVIDES OVER 95% OF EXPORT EARNINGS AND 75% OF GOV'T REVENUE. THE DECLINE IN WORLD OIL PRICES HAS PROMOTED DIVERSIFICATION OF ECONOMIC GROWTH AWAY FROM A DEPENDENCE ON OIL EARNINGS. THROUGH IMPORT RESTRICTIONS THERE IS PRESSURE ON DOMESTIC MANUFACTURING & PRODUCTION REFLECTED MOST PROMINENTLY IN THE AGRICULTURAL SECTOR WHICH TRADITIONALLY MADE UP 60% OF THE GDP DROPPING RECENTLY TO 20%. THE WORLD BANK HAS DEVELOPED A USD 2,740M PORTFOLIO OF PROJECTS FOR 88-89 DIRECTED TOWARDS INDUSTRY, HEALTH/EDUCATION, WATER SUPPLY, FORESTRY, URBAN INFRA-STRUCTURE, EXPORT SUPPORT, AGRICULTURE, COMMUNICATIONS, TRANSPORTATION & POWER/ENERGY. OTHER MULTILATERALLY FUNDED ACTIVITIES (IMF, UN, AFDB) ALSO PRESENT SIGNIFICANT OPPOR. NIGERIA IS POLITICALLY STABLE UNDER THE CURRENT REGIME AND FIRMLY SET ON ACHIEVING ECONOMIC RECOVERY & POLITICAL CREDIBILITY (WITH A RETURN TO DEMOCRATICALLY ELECTED CIVILIAN RULE IN 92). GHANA REPRESENTS SIGNIFICANT MARKET POTENTIAL AS A RESULT OF UPTURN IN ECONOMY 3 YEARS IN ROW. RATE OF GROWTH FOR GDP EXPECTED 5% UNDER WORLD BANK/IMF ECONOMIC RECOVERY PROGRAM. BEST SECTORS FOR POTENTIAL EXPORTS ARE MINING, FORESTRY, TRANSPORTATION, OIL & GAS AND AGRICULTURE WHERE MULTILATERAL FINANCING IS AVAILABLE.

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: AFRICA

Mission: 304 LAGOS

Market: 394 NIGERIA

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

1. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: AGRICULTURAL SECTOR IS PRIORITY FOR GOV'T OF NIGERIA & MULTILATERAL AGENCIES. OPPOR. IN: DRYLAND FARMING EQUIP. & TECHNIQUES; STORAGE SYS. & TECHNOLOGY; FOOD PRODUCTS & PROCESSING (INCLUDING FISH).

2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: TRANSPORTATION SECTOR ALSO A FOCUS OF STRUCTURAL ADJUST. & CONCOMMITANT FUNDING ESPECIALLY RAILWAY SECTOR. AVIATION INDUSTRY "DEREGULATION" BUT SHORTAGE OF FUEL AND SPARES.

3. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: GDN OBJECTIVES INCLUDE ENHANCED RURAL COMMUNICATIONS & POSSIBLY SATELLITE CAPABILITY. NITEL WILL ALSO HVE TO EXPAND URBAN CAPACITY TO MEET INCREASING DEMAND BOTH DOMESTIC & COMMERCIAL.

4. 005 COMM. & INFORM. EGP. & SERV

REASONS: A BASIC BUILDING BLOCK FOR STRUCTURAL ADJUSTMENT & INFRASTRUCTURE DEVELOPMENT & A SECTOR THAT WILL RECEIVE IFI FUNDING. OPPOR. FOR EQUIP SPARES AND CONSULTING SERVICES.

5. 004 DEFENCE PROGRAMS, PRODUCTS, SERV

REASONS: NATURE OF GDN ENSURES DEFENCE RECEIVES SOME BUDGETARY SUPPORT. SECTOR OF POTENTIAL FOR CDA THAT HAS NOT BEEN REALISED TO DATE.

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

1. 001 AGRI & FOOD PRODUCTS & SERVICE
2. 010 MINE, METAL, MINERAL PROD & SRV
3. 016 INDUSTRIAL MACHIN, PLANTS, SERV.
4. 017 SERVICE INDUSTRIES

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 304 LAGOS

Market: 394 NIGERIA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	300.00M	\$ 212.00M	\$ 344.00M	\$ 613.00M
Canadian Exports \$	9.00M	\$ 6.00M	\$ 7.70M	\$ 34.00M
Canadian Share of Import Market	3.00%	2.80%	2.33%	6.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	015 %
ii) 128 GERMANY WEST	014 %
iii) 051 UNITED KINGDOM	013 %
iv) 354 NETHERLANDS	012 %
v) 112 FRANCE	005 %
vi) 265 JAPAN	003 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) MILK (POWDER/EVAP)	\$ 20.00 M
ii) GRAIN STORAGE, EQUIPMENT AND SERVICES	\$ 2.00 M
iii) CONSULTING SERVICES	\$ 5.00 M
iv) IRRIGATION/WATER, EQUIPMENT & SERVICES	\$ 15.00 M

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

i) Project Name: MULTI-STATE AGRIC. DEVELOPMENT PROJECTS
(COVERING 15 STATES)

Approximate Value: \$ 550.00 M

Financing Source: 001 IBRD

For further info. please contact:

S. CARTWRIGHT/J. KHOHAR CDN HI. COM. LAGOS, TLX: 21275

Export and Investment Promotion Planning System

MISSION: 304 LAGOS

COUNTRY: 394 NIGERIA

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

- there are import restrictions which can present significant problems
- 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
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:
 - 1) FINDING CREDIT-WORTH BUYERS AND DISTRIBUTORS

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

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

Activity: CONTINUE TO LIAISE WITH MINISTRY OF AGRICULTURE IN SUPPORT OF HOWE INTERNATIONAL DESIGN CONSULTANCY ON NAT'L GRAINS STORAGE PROGRAMME.

Results Expected: SUCCESSFUL IMPLEMENTATION OF THE CONSULTANCY PUTTING CANADA IN GOOD POSITION FOR CONSTRUCTION CONTRACTS.

Activity: CONTINUE TO PURSUE OPPORTUNITIES FOR CANADIAN MILK PRODUCTS (POWDER/EVAP.). SEEK DIVERSIFICATION OF PRODUCTS AT COMPETITIVE PRICES FOR NIGERIAN & GHANAIAN MARKETS.

Results Expected: BROADEN OUR MKT NICHE IN AN AREA WHICH HAS BEEN CDA'S LARGEST EXPORT TO NIGERIA AND OPEN NEW ACTIVITY IN GHANA.

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: PROVIDE CANADIAN COMPANIES, DRIE, EXTERNAL AFFAIRS WITH A CURRENT LISTING OF POTENTIAL AGRICULTURAL EQUIPMENT DISTRIBUTORS AND REPRESENTATIVES.

Results Expected: ASSESSMENT OF EQUIP. REQUIREMENTS & CREDIT-WORTHY REPRESENTATIVES. INTRODUCTION OF TWO NEW CDN COMPANIES TO THE MARKET.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 304 LAGOS

Market: 394 NIGERIA

Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	15.00M	\$ 11.40M	\$ 7.20M	\$ 7.00M
Canadian Exports \$	1.50M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	10.00%	0.01%	0.01%	0.01%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	030 %
ii) 128 GERMANY WEST	020 %
iii) 112 FRANCE	010 %
iv) 026 AUSTRIA	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) COMMUNICATIONS EQPT.	\$ 2.00 M
ii) MOBILE EQUIPMENT PLATFORMS	\$ 1.00 M
iii) CANADAIR CHALLENGERS	\$ 12.00 M
iv) NAVAIDS	\$ 2.00 M
v) ILTIS JEEP	\$ 0.75 M
vi) AMMUNITION	\$ 0.50 M
vii) RADAR EQUIPMENT	\$ 1.00 M
viii) SECURITY PRODUCTS	\$ 0.50 M

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

Export and Investment Promotion Planning System

MISSION: 304 LAGOS

COUNTRY: 394 NIGERIA

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 financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:
PAUCITY OF PROCUREMENT INFORMATION AND LONG LEAD TIME.

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

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

Activity: REHABILITATION AND UPGRADE OF COMMUNICATIONS EQUIPMENT INCOMPLETE TO DATE.

Results Expected: ENSURE ROLE FOR CANADIAN COMPANY IN PROJECT

Activity: CONTRACT SIGNED FOR NAVIGATIONAL AIDS WITH CDN CO. WHICH HOLDS PRIORITY POSITION IN DEFENCE 1988 BUDGET

Results Expected: THAT FUNDS WILL BE APPROVED CDN FIRM WILL SUPPLY EQUIPMENT.

Activity: UTILISE EXPOSURE AFFORDED BY NDC STUDY TEAM VISIT IN EARLY 1988.

Results Expected: ENHANCE KNOWLEDGE & IMPRESSION OF CDN DEFENCE INDUSTRIES AND INTRODUCE ONE NEW FIRM TO MARKETPLACE.

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: ENDEAVOUR TO OBTAIN FORWARD PLANNING AND PROCUREMENT DETAILS FROM NIGERIAN ARMY, AIRFORCE AND NAVY AND TO DISSEMINATE THEM TO CANADIAN SUPPLIERS.

Results Expected: IF FUNDING IS FORTHCOMING, SUCCESSFUL SUPPLY BY TWO CANADIAN FIRMS OF DEFENCE RELATED EQUIPMENT.

Export and Investment Promotion Planning System

MISSION: 304 LAGOS

COUNTRY: 394 NIGERIA

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: CAPITALISE ON REQUEST TO VISIT CANADA BY JOINT CHIEFS OF STAFF TO EXAMINE CANADIAN EXPERIENCE IN FORCES INTEGRATION.

Results Expected: INCREASED AWARENESS OF CANADIAN CAPABILITY AND IMPROVED CONTACTS FOR POST PERSONNEL LEADING TO POTENTIAL ORDERS.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 304 LAGOS

Market: 394 NIGERIA

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	112.00M	\$ 27.10M	\$ 10.70M	\$ 10.00M
Canadian Exports \$	15.00M	\$ 1.40M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	13.40%	5.20%	0.02%	0.01%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	021 %
ii) 051 UNITED KINGDOM	018 %
iii) 265 JAPAN	013 %
iv) 128 GERMANY WEST	010 %
v) 237 ITALY	008 %
vi) 189 HONG KONG	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) EARTH STATIONS	\$ 0.00 M
ii) RURAL COMMUNICATIONS	\$ 1.00 M
iii) SWITCHES, EXCHANGE	\$ 5.00 M
iv) SATELLITE SYSTEM	\$ 0.00 M
v) SPARES AND PARTS	\$ 3.00 M
vi) CONSULTING SERVICES	\$ 2.00 M
vii) PABX	\$ 2.00 M
viii) HANDSETS	\$ 6.00 M

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

i) Project Name: DOMSAT-REFURBISHMENT OF DOMESTIC EARTH STATION (2)

Approximate Value: \$ 80.0 M

Financing Source: 012 DOM 001 IBRD

For further info. please contact:

S. CARTWRIGHT/J. KHOKHAR CDN HI. COMM. LAGOS, TLX: 21275

Export and Investment Promotion Planning System

MISSION: 304 LAGOS COUNTRY: 394 NIGERIA

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

ii) Project Name: REFURBISHMENT OF (INTERNATIONAL GATEWAY)
EARTHSTATION OF NITEL

Approximate Value: \$ 12.0 M

Financing Source: 001 IBRD

For further info. please contact:

S. CARTWRIGHT/J. KHOKHAR CDN HI. COM. LAGOS, TLX: 21275

iii) Project Name: SATEL. RELATED EQUIP. FOR WORLD CUP SOCCER
TV COV: EARTH STAT. TERM. , TVRO, UP/DOWN LIN

Approximate Value: \$ 20.0 M

Financing Source: 025 OTHER

For further info. please contact:

S. CARTWRIGHT/J. KHOKHAR CDN HI. COM. LAGOS, TLX: 21275

iv) Project Name: RURAL TELECOMMUNICATIONS NETWORK

Approximate Value: \$ 100.0 M

Financing Source: 001 IBRD

For further info. please contact:

S. CARTWRIGHT/J. KHOKHAR CDN HI. COM. ; LAGOS, TLX: 21275

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 financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

LENGTHY DURATION OF PROJECT APPROVAL AND CONTRACT SIGNATURE PHASES OF PROCUREMENTS.

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

Export and Investment Promotion Planning System

MISSION: 304 LAGOS

COUNTRY: 394 NIGERIA

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

Activity: GOVERNMENT OF NIGERIA STILL UNDECIDED ON PURCHASE OF SATELLITE TECHNOLOGY AND ITS IMPLEMENTATION. TENDERS CALLED FOR REHABILITATION OF EARTH STATIONS.

Results Expected: SATELLITE PROJ WILL PROCEED & SPAR WILL BE SUCCESSFUL SUPPLIER. POST WILL CONTINUE TO PURSUE ANCILLIARY OPPORT. INCLUDING TRAINING AND TECHNOLOGY TRANSFERS.

Activity: EVALUATION UNDERWAY OF RURAL TELECOMMUNICATIONS OPTIONS, INCLUDING TRIAL OF SR TELECOM'S SR100 EQUIPMENT.

Results Expected: FUNDING WILL BE ALLOCATED TO SECTOR, SR TELECOM'S FIELD TRIALS SUCCESSFULLY COMPLETED AND SALES TO FOLLOW (EG. TO STATE GOVTS).

Activity: OUTSTANDING REQUIREMENT ON PART OF NITEL TO UPGRADE AND PURCHASE EXCHANGE AND SWITCHING EQUIPMENT. POST WILL ANALYSE PLANS, OBTAIN TENDERS AND REPORT OPPORTUNITIES TO DRIE, DEA, DOC.

Results Expected: SUCCESSFUL SALES BY CANADIAN COMPANIES WILL AIM TO GET FIRM PREQUALIFIED AND SHORTLISTED.

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: OBTAIN FROM NITEL & MINISTRY OF COMMUNICATIONS FORECAST OF PROJ. & REQUIREMENTS IN COMMUNICATIONS SECTOR AND DISSEMINATE TO CANADIAN COMPANIES.

Results Expected: IMPROVED INFORMATION FOR CANADIAN SUPPLIERS AND LONGER LEAD TIME FOR MARKETING EFFORTS.

Activity: PROMOTION OF CANADIAN MANUFACTURERS WITH NITEL AND MINISTRY OF COMMUNICATIONS.

Results Expected: INTRODUCTION OF 1 NEW COMPANY TO NIGERIAN MARKETPLACE & ENHANCE POSITION OF THOSE WITH EXISTING OR PAST PRESENCE.

Export and Investment Promotion Planning System

MISSION: 304 LAGOS

COUNTRY: 394 NIGERIA

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: FOLLOW-UP AND REPORT ON TENTATIVE PLANS TO ALLOW MODEST PRIVATIZATION OF SOME OF NITEL'S FUNCTIONS & TO UNDERTAKE SOME EQUIPMENT ASSEMBLY AND/OR REPAIR IN NIGERIA.

Results Expected: CONTACT FOR CANADIAN COMPANIES WITH NEW PLAYERS IN SECTOR AND EVALUATION OF POTENTIAL FOR JOINT VENTURES IN NIGERIA.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 304 LAGOS

Market: 394 NIGERIA

Sector: 007 POWER & ENERGY EQUIP. & SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	130.00M	\$ 124.00M	\$ 118.00M	\$ 220.00M
Canadian Exports \$	10.00M	\$ 0.03M	\$ 0.06M	\$ 2.20M
Canadian Share of Import Market	7.00%	0.02%	0.05%	1.01%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	020 %
ii) 577 UNITED STATES OF AMERICA	014 %
iii) 128 GERMANY WEST	012 %
iv) 265 JAPAN	011 %
v) 354 NETHERLANDS	001 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

	Current Total Imports In Canadian \$
i) SPARE PARTS	\$ 82.00 M
ii) GENERATORS	\$ 24.00 M
iii) CONSULTING SERVICES	\$ 16.00 M
iv) TURBINES	\$ 2.00 M

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

i) Project Name: POWER VII LOAN TO COVER MACHINERY, EQUIP
MANAGEMENT & CONSULTING SERVICES

Approximate Value: \$ 800.0 M

Financing Source: 001 IBRD

For further info. please contact:

S. CARTWRIGHT/J. KOHKHAR CDN HI. COM. ; LAGOS, TLX: 21275

Export and Investment Promotion Planning System

MISSION: 304 LAGOS

COUNTRY: 394 NIGERIA

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 financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

NEED FOR CANADIAN COMPANIES TO HAVE AGENCY AGREEMENTS WITH LOCAL COMPANIES IN THESE SECTORS FOR ON-COMING PROJECTS.

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

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

Activity: SUPPORT TO FEDERAL PIONEER & LOCAL REPRESENTATIVE IN ONGOING NEGOTIATIONS TO SELL TRANSFORMERS TO NEPA, WITH POTENTIAL OF JOINT VENTURE WITH LOCAL COMPANY IN FUTURE FOR REPAIR AND OVERHAUL.

Results Expected: THAT CONTRACT WILL BE SUCCESSFULLY SIGNED, FINANCING ORGANIZED AND EXPORT OF FINISHED UNITS COMMENCE.

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: MONITOR TENDER DOCUMENT RELEASE FOR THE REGIONAL INTER-CONNECTION PROGRAMME FUNDED BY THE AFRICAN DEVELOPMENT BANK \$100 M FOR FIRST PHASE TRANSMISSION LINE BETWEEN GHANA AND NIGERIA.

Results Expected: CANADIAN SUPPLIERS WILL BID FOR THE SUPPLY OF EQUIPMENT AND SERVICES.

Export and Investment Promotion Planning System

MISSION: 304 LAGOS

COUNTRY: 394 NIGERIA

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: EXAMINE FEDERAL GOVT 5-YR DEVELOP PLAN TO ASSESS PROGRAMMES OF PROCUREMENT & REHABILITATION BY NEPA & THE STATES RURAL ELECTRIFICATION PROGRAMME. WORLD BANK FUNDING FOR \$350 M WITH E/GERMANY IS NEGOTIATING LOAN OF \$67 M & BULGARIA A CREDIT OF \$50 M.

Results Expected: CANADIAN COMPANIES TOGETHER WITH LOCAL REPRESENTATIVES WILL MAKE SALES OF EQUIPMENT AND SERVICES.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 304 LAGOS

Market: 394 NIGERIA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 084 RAIL

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	125.00M	\$ 0.50M	\$ 6.00M	\$ 4.00M
Canadian Exports \$	75.00M	\$ 0.00M	\$ 0.07M	\$ 0.00M
Canadian Share of Import Market	60.00%	0.00%	1.13%	0.01%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	081 %
ii) 577 UNITED STATES OF AMERICA	011 %
iii) 206 INDIA	003 %
iv) 075 CANADA	002 %
v) 112 FRANCE	001 %
vi) 128 GERMANY WEST	001 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) LOCOMOTIVES	\$ 0.00 M
ii) SPARES	\$ 0.50 M
iii) CONSULTING SERVICES	\$ 0.00 M
iv) RAILWAY COMMUNICATIONS AND SIGNALLING EQPT.	\$ 0.00 M

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

i) Project Name: RENOVATION & REHABILITATION OF RAIL NET-WORK EQUIPMENT AND OPERATIONS.

Approximate Value: \$ 10.0 M

Financing Source: 001 IBRD

For further info. please contact:

S. CARTWRIGHT/J. KHOKHAR CDN HI. COM. LAGOS, TLX: 21275

Export and Investment Promotion Planning System

MISSION: 304 LAGOS

COUNTRY: 394 NIGERIA

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 financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

LACK OF COMMERCIAL & CONCESSIONAL FINANCING HAS REPEATEDLY LED TO PROJECTS BEING DEFERRED AND CONTRACTS REDIRECTED.

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
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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

Activity: CONTINUE TO LIAISE WITH NIGERIAN RAILWAY CORP. & MIN OF TRANSP ON BEHALF OF CDN SUPPLIES OF SPARE PARTS FOR WORLD BANK RAILWAY REHAB.

Results Expected: SALE OF \$5.0 MILLION IN SPARE PARTS

Activity: CONTINUE TO SUPPORT CDN FIRM IN ITS BID TO PROVIDE MANPOWER PLANNING & M. I. S. CONSULTANCIES & TRAINING TO NIGERIAN RAILWAY CORP. PROVIDE SUPPORT FOR BID TO SUPPLY SPARE PARTS AS PART OF WORLD BANK PROJECT.

Results Expected: SALE OF \$8.0 MILLION IN GOODS & SERVICES TO NIGERIA. FURTHER ENHANCE CANADIAN COMMITMENT TO THIS SECTOR.

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: WHEN COMPLETE, CIRCULATE TO CDN COMPANIES, DRIE & EXTERNAL AFFAIRS THE WORLD BANK OPERATIONAL ASSESSMENT & INVESTMENT PROJECTIONS FOR NIGERIAN RAIL SECTOR (EARLY FY 1988/89).

Results Expected: PROVIDE CANADIAN INTERESTS WITH UP-TO-DATE MARKET PROFILE AND OPPORTUNITIES FOR ACTIVITY

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 304 LAGOS

Market: 394 NIGERIA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 085 AEROSPACE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	50.00M	\$ 30.00M	\$ 21.00M	\$ 10.00M
Canadian Exports \$	4.00M	\$ 0.20M	\$ 0.14M	\$ 0.00M
Canadian Share of Import Market	8.00%	0.60%	0.60%	0.01%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	038 %
ii) 577 UNITED STATES OF AMERICA	018 %
iii) 354 NETHERLANDS	012 %
iv) 047 BRAZIL	010 %
v) 038 BELGIUM	009 %
vi) 112 FRANCE	006 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) AIRCRAFT	\$ 21.00 M
ii) CIVILIAN NAVIADS & CALIBRATION EQPT.	\$ 0.00 M
iii) AIRCRAFT MAINTENANCE BASE-DESIGN AND EQPT.	\$ 0.00 M
iv) SPARES	\$ 8.00 M
v) SIMULATOR	\$ 0.00 M

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

Export and Investment Promotion Planning System

MISSION: 304 LAGOS

COUNTRY: 394 NIGERIA

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 financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

RECURRENT PROBLEM WITH FINANCING FROM COMMERCIAL AND OTHER DOMESTIC SOURCES LEADING TO PROCUREMENT AND PROJECT DEFERRAL.

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
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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

Activity: UPGRADE AND COMMISSIONING OF FLIGHT INSTRUMENT INSPECTION SYSTEM STILL ONGOING WITH MINISTRY OF TRANSPORT.

Results Expected: THAT CDN FIRM WILL BID ON AND WIN CONTACT.

Activity: CIVILIAN (GOVERNMENT) INTEREST ONGOING IN PURCHASING ONE OR TWO CANADAIR CHALLENGERS.

Results Expected: WITH SUPPORT OF LOCAL REPRESENTATIVE AND POST ONE CHALLENGER WILL BE SOLD IN NIGERIA

Activity: CONTINUED SUPPORT TO CANADIAN MEMBERS OF CONSORTIUM BIDDING FOR DESIGN, CONSTRUCTION AND FIT-UP OF AIRCRAFT MAINTENANCE FACILITY.

Results Expected: THAT CONSORTIUM WILL BE SUCCESSFUL & CANADIAN COMPANIES WILL SUPPLY DESIGN, EQUIPMENT AND MANAGEMENT SERVICES.

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: IDENTIFICATION OF NEW REGIONAL AIRLINES TO IN TURN IDENTIFY OPPORTUNITIES FROM CANADIAN SUPPLIERS OF NEW AND USED AIRCRAFT AND AVIATION SPARES.

Results Expected: THAT AT LEAST TWO CANADIAN COMPANIES WILL TENDER FOR AIRCRAFT AND/OR SPARES TO CIVILIAN USERS.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 304 LAGOS		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS KADUNA INT'L TRADE FAIR	KADUNA	0289
024 MISSION INCOMING WESTERN CANADA FARM PROGRESS SHOW	REGINA	0788
Sector: 002 FISHERIES, SEA PRODUCTS & SERV.		
010 FAIRS FOOD PACIFIC '88	VANCOUVER	0988
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
024 MISSION INCOMING VISIT TO CDA OF GHANAIAN MIN. OF TRANS. & COMM.		0688
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
020 MISSION OUTGOING FORESTRY EQUIPMENT MISSION TO GHANA & NIGERIA		0389
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
024 MISSION INCOMING NATIONAL PETROLEUM SHOW	CALGARY	0688
Sector: 017 SERVICE INDUSTRIES		
010 FAIRS CDN INTERNATIONAL AUTO SHOW	MONTREAL/TORONTO	0488
Sector: 999 MULTIPLE SECTORS		
010 FAIRS INDU-TECH	ACCRA/GHANA	0289
020 MISSION OUTGOING MULTILATERAL PROJECT MISSION GHANA & NIGERIA	GHANA & NIGERIA	0588
024 MISSION INCOMING INVESTMENT PROMOTION MISSION	VAN/TO/MTL/WIN.	0988
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 304 LAGOS		
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
010 FAIRS CDN FORESTRY SHOW BUYERS FROM GHANA, NIGERIA		0790

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 304 LAGOS		
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
020 MISSION OUTGOING MINING MISSION(EQUIPMENT/SERVICES)	GHANA & NIGERIA	0390
Sector: 011 OIL & GAS EQUIPMENT, SERVICES		
024 MISSION INCOMING NATIONAL PETROLEUM SHOW INTERCAN 89	CALGARY EDMONTON	0690 0689

Export and Investment Promotion Planning System

88/89 Trade and Economic Overview

Mission: 305 PRETORIA

Country: 644 SWAZILAND

LESOTHO & SWAZILAND FORM PART OF THE SAME CUSTOMS AREA AND ARE TO A GREAT EXTENT RELIANT ON ECONOMIC ACTIVITY IN SOUTH AFRICA FOR THEIR WELL-BEING. HOWEVER, THEIR PRIVATE SECTORS ARE BENEFITTING SUBSTANTIALLY FROM A RELUCTANCE ON THE PART OF CONSUMERS IN OVERSEAS MARKETS TO PURCHASE GOODS OF SOUTH AFRICAN ORIGIN. A NUMBER OF SOUTH AFRICAN MANUFACTURERS HAVE INVESTED IN PLANTS IN BOTH LESOTHO AND SWAZILAND AND ARE CONTRIBUTING TO THE ECONOMIC DEVELOPMENT OF THESE COUNTRIES. TO SOME EXTENT DEMAND IS BEING GENERATED FOR CAPITAL EQUIPMENT AND IN BOTH THERE ARE SIGNS OF INCREASED ECONOMIC ACTIVITY. IN THE PUBLIC SECTORS A NUMBER OF PROJECTS FUNDED INTERNATIONALLY ARE UNDERWAY AND SCOPE EXISTS IN A NUMBER OF AREAS FOR POTENTIAL SALES BY CANADIAN COMPANIES.

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: AFRICA

Mission: 305 PRETORIA

Market: 644 SWAZILAND

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: SWAZILAND: CONTINUING NEED TO ACQUIRE G. M. LOCOS & UPGRADE TRACK.

SWAZILAND: POSSIBLE REQUIREMENT FOR COMMUTER TYPE AIRCRAFT.

LESOTHO: POSSIBLE NEED FOR DASH 7/8 AIRCRAFT.

2. 005 COMM. & INFORM. EQP. & SERV

REASONS: LESOTHO & SWAZILAND HAVE NEED FOR RURAL TELEPHONE EQUIPMENT.

3. 014 EDUCATION, MEDICAL, HEALTH PROD

REASONS: LESOTHO: CONTINUING NEED FOR CONSULTANCY SERVICES AND PROJECT MANAGEMENT IN THIS AREA.

4. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: LESOTHO: POSSIBLE JOINT VENTURE OPPORTUNITY TO MANUFACTURE PHARMACEUTICALS FOR SADCC REGION.

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

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

2. 005 COMM. & INFORM. EQP. & SERV

3. 007 POWER & ENERGY EQUIP. & SERV.

4. 014 EDUCATION, MEDICAL, HEALTH PROD

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 305 PRETORIA

Market: 644 SWAZILAND

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	4.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	000 %
ii) 128 GERMANY WEST	000 %
iii) 237 ITALY	000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are
good market prospects

Current Total Imports
In Canadian \$
\$ 0.00 M

i) RURAL TELEPHONE SYSTEMS

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

i) Project Name: RURAL TELEPHONE SYSTEM IN LESOTHO
AND SWAZILAND

Approximate Value: \$ 4 M

Financing Source: 023 EDC 011 CIDA
003 IADB

For further info. please contact:

B B FRASER TEL: 3411668 TLX: 322112SA

Export and Investment Promotion Planning System

MISSION: 305 PRETORIA

COUNTRY: 644 SWAZILAND

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

- exports of certain products or services to this country are subject to Canadian export controls

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

- 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:

NEW PROJECT BEING DEVELOPED IN BOTH COUNTRIES.
SUPPLY WILL DEPEND ON FINANCING AVAILABILITY.

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
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 305 PRETORIA

Market: 644 SWAZILAND

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 084 RAIL

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

i) LOCOMOTIVES. +-12	\$ 0.00 M
ii) ROLLING STOCK PARTS.	\$ 0.00 M
iii) RAIL TRACK. += 80 KM.	\$ 0.00 M

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

i) Project Name: LOCOMOTIVES

Approximate Value: \$ 15 M

Financing Source: 023 EDC

For further info. please contact:

B.B. FRASER TEL: 341-1668 (12) TLX: 321125A

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

Export and Investment Promotion Planning System

MISSION: 305 PRETORIA

COUNTRY: 644 SWAZILAND

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

- 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:

THERE IS A DEFINITE NEED SINCE SWAZI RAILWAY DO NOT POSSESS ANY LOCOMOTIVES OR ROLLING STOCK, BUT LEASE FROM SOUTH AFRICA. AN INNOVATIVE FINANCING AND MANAGEMENT PACKAGE COULD SECURE THE MARKET FOR CANADIAN SUPPLIERS.

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:

- No factors reported by mission

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: LOCOMOTIVES

Results Expected: CONTINUING

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 305 PRETORIA

Market: 644 SWAZILAND

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 085 AEROSPACE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	6.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	6.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	100.00%	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 354 NETHERLANDS	000 %
ii) 051 UNITED KINGDOM	000 %
iii) 112 FRANCE	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports In Canadian \$

i) (POSSIBLE DASH 8X2) COMMUTER TYPE AIRCRAFT. \$ 0.00 M

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

i) Project Name: SEE 7.7
Approximate Value: \$ M
Financing Source: 023 EDC
For further info. please contact:
B B FRASER TEL: 3411668 TEL: 3221125A

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

- exports of certain products or services to this country are subject to Canadian export controls

Export and Investment Promotion Planning System

MISSION: 305 PRETORIA

COUNTRY: 644 SWAZILAND

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

- 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:
CANADA WILL MEET REQUIREMENTS FOR TWIN OTTER AIRCRAFT IN 1988.
EXPANSION PLANS INDICATE NEED FOR DASH 8 TYPE BUT CANADIAN SUCCESS COULD DEPEND ON FINANCING.

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:

- No factors reported by mission

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: STATED REQUIREMENT IS NEW PROJECT NOT YET FORMALLY ESTABLISHED TO CREATE REGIONAL FEEDER AIRLINE BY SWAZILAND LESOTHO AND BOTSWANA.

Results Expected: ESTABLISH CANADIAN INTEREST IN PARTICIPATION.

Export and Investment Promotion Planning System

88/89 Trade and Economic Overview

Mission: 308 HARARE

Country: 648 ZIMBABWE

PROMPTED INITIALLY BY A SUBSTANTIAL FAILURE OF LAST YEAR'S RAINS ZIMBABWE'S ECONOMY BEGAN CONTRACTING IN 87. OTHER ECONOMIC FACTORS INCLUDING A FOREIGN DEBT SERVICE RATIO WHICH ABSORBS ABOUT 35% OF EXPORT EARNING DO NOT FAVOUR AN EARLY RECOVERY. WITH THE EXCEPTION OF GOLD & FERROCHROME PRICES FOR OTHER LEADING ZIMBABWE EXPORTS (TOBACCO COTTON COFFEE MAIZE SUGAR ASBESTOS) DETERIORATED DURING THE YEAR. A SEVERE SHORTAGE OF FOREIGN EXCHANGE WILL ENSURE THAT STRINGENT IMPORT CONTROLS REMAIN IN FORCE POST EFFORTS WILL CONTINUE TO FOCUS ON EDC OR MULTILATERALLY FUNDED PROJECTS (PULP & PAPER MILL URBAN TRANSIT AIRCRAFT SALES POWER DEVELOPMENTS). CONSIDERABLE RESOURCES WILL CONTINUE TO BE DEVOTED TO THE EFFICIENT UTILIZATION OF CIDA'S PRIVATE SECTOR DEVELOPMENT LINE OF CREDIT (DLDC). THE DLDC WILL CONTINUE TO BE THE PRIMARY VEHICLE FOR THE INTRODUCTION OF CDN MANUFACTURED GOODS TO ZIMBABWE. CDN EXPORTS TOTALLED \$12.04 IN 86; \$13.37M IN 85. THE COMMERCIAL DIVISION OF THIS MISSION IS RESPONSIBLE FOR THE TRADE PROGRAM IN ANGOLA BOTSWANA MALAWI MOCAMBIQUE ZAMBIA & ZIMBABWE. THIS REGIONAL MARKET IS CHARACTERIZED BY SMALL & FRAGMENTED ECONOMIES A CHRONIC SHORTAGE OF FOREIGN EXCHANGE (BOTSWANA EXCEPTED) AND LOW PER CAPITA INCOMES. WITH THE EXCEPTION OF BOTSWANA THE ECONOMIES OF THE OTHER 5 COUNTRIES ARE EXPECTED TO DETERIORATE FURTHER IN SHORT TO MEDIUM TERM. DEVELOPMENT ASSISTANCE FLOWS AND CONCESSIONARY FINANCING FROM OUR OWN (CIDA/EDC) & MULTILATERAL SOURCES ARE INCREASINGLY IMPORTANT TO CDN EXPORTS. THERE IS LIMITED SCOPE FOR CONVENTIONAL TRADE PROMOTION ACTIVITIES IN THIS MARKET TERRITORY.

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: AFRICA

Mission: 308 HARARE

Market: 648 ZIMBABWE

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: ZIMBABWE RAILWAYS (NRZ) REQUIRE 20 LOCOMOTIVES OVER 3 YR PERIOD - 10 IN 88/89 AS WELL GM SPARES. NEGOTIATIONS CONTINUE RE SALE OF DASH 8 & CHALLENGER AIRCRAFT TO ZIMBABWE. CIDA INVOLVEMENT IN MOCAMBIQUE RAIL

2. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: CIDA FUNDING FOR MOCAMBIQUE POWER LINE REHAB (C\$2M). ZIM GOV'T APPROVE GO AHEAD KARIBA SOUTH EXPANSION HYDRO PROJECT AS WELL AS NO. OF POWER LINE REHABILITATIONS PROJECTS & CIDA FUNDING FOR SADCC INTERCONNECTORS

3. 005 COMM. & INFORM. EQP. & SERV

REASONS: ZIMBABWE POSTS & TELECOMMUNICATIONS DISCUSSED 5 YR. PLAN REQUIREMENTS WITH POST & EDC. REQUIREMENTS COVER WIDE RANGE OF EQUIPMENT. ANTICIPATED WITH CIDA/EDC FUNDING CANADA WILL INCREASE SHARE OF MARKET.

4. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: CIDA DLOC OPENED OPPORTUNITIES FOR CDN FORESTRY EQUIPMENT - IN ZIMBABWE. POST ANTICIPATED ONGOING INVOLVEMENT WITH PULP & PAPER MILL PROJECT.

5. 010 MINE, METAL, MINERAL PROD & SRV

REASONS:

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

1. 012 PETROCHEM & CHEM PROD, EQP, SERV

2. 001 AGRI & FOOD PRODUCTS & SERVICE

3. 010 MINE, METAL, MINERAL PROD & SRV

4. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 308 HARARE

Market: 648 ZIMBABWE

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	72.00M	\$ 63.00M	\$ 59.00M	\$ 60.00M
Canadian Exports \$	2.00M	\$ 0.56M	\$ 0.10M	\$ 1.20M
Canadian Share of Import Market	2.70%	0.90%	0.16%	2.00%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	030 %
ii) 128 GERMANY WEST	025 %
iii) 288 SOUTH AFRICA	020 %
iv) 265 JAPAN	015 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) RURAL COMMUNICATION SYSTEM	\$ 2.00 M
ii) PABX SYSTEM	\$ 1.00 M
iii) CONNECTOR POWER LINE PROJECTS	\$ 3.00 M

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

i) Project Name: ZIMBABWE POSTS & TELECOMMUNICATIONS
EQUPT REQUIREMENTS 5 YEAR PLAN

Approximate Value: \$ 5 M

Financing Source:

For further info. please contact:

COUNS(COMMERCIAL)CDN HIGH COMM.HARARE TLX 4465

Export and Investment Promotion Planning System

MISSION: 308 HARARE

COUNTRY: 648 ZIMBABWE

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate

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 financing from Canada
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:
FOREIGN EXCHANGE LIMITATIONS - AVAILABILITY OF MORE ATTRACTIVE AID/FINANCING PACKAGES

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
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- the availability of competitive Canadian financing

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

Activity: CIDA FINANCING HAS OPENED UP OPPORTUNITIES FOR TELECOMMUNICATION EQUIPMENT - RURAL COMMUNICATION SERVICES A PRIORITY

Results Expected: INCREASED SHARE OF MARKET

Activity: MISSION TO KEEP CANADIAN EXPORTERS ADVISED OF OPPORTUNITIES IN SECTOR - TENDERS

Results Expected: INCREASED SHARE OF MARKET

Activity: CANADIAN ORGANIZATIONS HAVE SUBMITTED PREQUALIFICATIONS FOR A NUMBER OF STUDIES

Results Expected: CANADIAN INVOLVEMENT IN CONSULTANCIES

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: TO MAINTIAN CONTACT WITH UTILITIES ADVISING CANADIAN ORGANIZATIONS OPPORTUNITIES

Results Expected: INCREASED CANADIAN INVOLVEMENT

Export and Investment Promotion Planning System

MISSION: 308 HARARE

COUNTRY: 648 ZIMBABWE

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: SUPPORT OF JOINT VENTURE APPROACH TO MARKET BY SR TELECOM & MITEL

Results Expected: ESTABLISHMENT CANADIAN ZIMBABWEAN JOINT VENTURE TELEPHONES & PABX

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 308 HARARE

Market: 648 ZIMBABWE

Sector: 007 POWER & ENERGY EQUIP. & SERV.

Subsector: 071 HYDRO

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	60.00M	\$ 50.00M	\$ 50.00M	\$ 36.00M
Canadian Exports \$	2.00M	\$ 0.51M	\$ 0.20M	\$ 0.15M
Canadian Share of Import Market	3.30%	1.00%	0.40%	0.40%

Major Competing Countries

Market Share

i) 051 UNITED KINGDOM	030 %
ii) 265 JAPAN	015 %
iii) 128 GERMANY WEST	025 %
iv) 112 FRANCE	020 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

In Canadian \$

i) CONSULTANCY SERVICES TO UTILITIES	\$ 1.00 M
ii) INVESTMENT IN PROPOSED HYDRO EXPANSION	\$ 50.00 M
iii) ZIMBABWE POWER LINE REHABILITATION	\$ 20.00 M

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

i) Project Name: KARIBA SOUTH HYDRO EXPANSION

Approximate Value: \$ 100 M

Financing Source:

For further info. please contact:

COUNS(COMMERCIAL)CDN HIGH COMM., HARARE TLX 4465

ii) Project Name: POWERLINE REHABILITATION PROJECTS

Approximate Value: \$ 50 M

Financing Source:

For further info. please contact:

COUNS(COMMERCIAL)CDN HIGH COMM., HARARE TLX 4465

Export and Investment Promotion Planning System

MISSION: 308 HARARE

COUNTRY: 648 ZIMBABWE

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be high

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 financing from Canada
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

COMPETITORS HAVE ENTERED MARKET VIA AID PACKAGES AND CONCESSIONAL FINANCING

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:

- participation in trade missions
- the presence of CIDA programs which have opened the market to Canadian companies
- the availability of competitive Canadian financing

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

Activity: CANADIAN UTILITIES HAVE CONTINUED CONTACT WITH ZIMBABWEAN ELECTRICAL UTILITY.

Results Expected: AWAITING PUBLISHING OF TENDERS FOR EXPANSION AND REHABILITATION PROJECTS

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: POST TO MAINTAIN CONTACT WITH ZIMBABWEAN UTILITY RE TENDER OPPORTUNITIES.

Results Expected: INCREASED CANADIAN SHARE OF MARKET

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 308 HARARE

Market: 648 ZIMBABWE

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	70.00M	\$ 60.00M	\$ 68.00M	\$ 42.00M
Canadian Exports \$	3.00M	\$ 0.44M	\$ 0.60M	\$ 0.26M
Canadian Share of Import Market	4.28%	0.73%	0.91%	0.61%

Major Competing Countries

Market Share

i) 288 SOUTH AFRICA	045 %
ii) 051 UNITED KINGDOM	015 %
iii) 128 GERMANY WEST	016 %
iv) 112 FRANCE	012 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports

i) AIRCRAFT AND SPARES	\$ 66.00 M
ii) RAILWAY VEHICLES & SPARES	\$ 2.70 M

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

i) Project Name: NATIONAL RAILWAYS ZIMBABWE NEW LOCOS-
RE ENGINEING

Approximate Value: \$ 10 M

Financing Source: 002 IDA

For further info. please contact:

COUNSELLOR(COMM)CDN HIGH COMMIS. HARARE TLX4465

ii) Project Name: AIR ZIMBABWE REQUIREMENT FOR DOMESTIC
COMMUTER AIRCRAFT

Approximate Value: \$ 12 M

Financing Source:

For further info. please contact:

Export and Investment Promotion Planning System

MISSION: 308 HARARE

COUNTRY: 648 ZIMBABWE

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate

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 financing from Canada
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:
FOREIGN EXCHANGE LIMITATIONS CIDA DLOC HAS OPENED UP INCREASED OPPORTUNITIES FOR CANADIAN AIRCRAFT SPARES.

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
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country
- the availability of competitive Canadian financing

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

Activity: CONTINUED CONTACT WITH NATIONAL RAILWAYS OF ZIMBABWE RE LOCO & SPARE REQUIREMENTS

Results Expected: GM TO BE AWARDED CONTRACT TO SUPPLY DIESEL LOCOS IN 1988/87

Activity: CONTINUED CIDA PRIVATE SECTOR LINE OF CREDIT IN 1988/89 AND ONWARDS

Results Expected: INCREASE SALES AIRCRAFT SPARES

Activity: CLOSE CONTACT WITH ZIMBABWE MINISTRY FINANCE & AIR ZIMBABWE

Results Expected: SALE OF CHALLENGER AIRCRAFT & DASH 8'S IN 1988/89

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 308 HARARE

Market: 648 ZIMBABWE

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	8.00M	\$ 8.00M	\$ 7.00M	\$ 5.00M
Canadian Exports \$	1.00M	\$ 0.34M	\$ 3.28M	\$ 0.18M
Canadian Share of Import Market	12.00%	4.20%	4.60%	3.60%

Major Competing Countries

Market Share

i) 288 SOUTH AFRICA	045 %
ii) 507 SWEDEN	035 %
iii) 051 UNITED KINGDOM	020 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) TIMBER HANDLING EQUIPMENT	\$ 3.00 M
ii) SAWMILL	\$ 1.00 M
iii) PULP & PAPER PLANT	\$ 260.00 M
iv) CONSULTANCY SERVICES	\$ 1.00 M

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

i) Project Name: PULP AND PAPER PLANT

Approximate Value: \$ 260 M

Financing Source:

For further info. please contact:

COUNS(COMMERCIAL)CDN HIGH COMM.HARARE TLX 4465

Export and Investment Promotion Planning System

MISSION: 308 HARARE

COUNTRY: 648 ZIMBABWE

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate

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

- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

FOREIGN EXCHANGE LIMITATIONS AND ATTRACTIVE FINANCIAL PACKAGE FM
COMPETING COUNTRIES. CIDA DLOC HAS OPENED OPPORTUNITIES FOR
CANADIAN TIMBER HANDLING EQUIPMENT

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
- the presence of CIDA programs which have opened the market to Canadian companies
- Canada's position as one of the few major sources of international supply
- the availability of competitive Canadian financing

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

Activity: MAJOR PROJECT - PULP & PAPER PLANT STILL ACTIVELY BEING PURSUED.
ONE CDN FIRM KLOECKNER STADLER HURTER ONE OF THREE COMPANIES
SHORTLISTED.

Results Expected: CONTRACT AWARDED TO CDN FIRM

Activity: A J SYMONS OF VANCOUVER CARRIED OUT TWO FORESTRY STUDIES TO DATE.
TO MONITOR FURTHER OPPORTUNITIES.

Results Expected: INCREASED CDN SHARE OF MARKET

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 308 HARARE

Market: 648 ZIMBABWE

Sector: 010 MINE, METAL, MINERAL PROD & SRV

Subsector: 106 EQUIPMENT AND MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	35.00M	\$ 30.00M	\$ 20.00M	\$ 24.00M
Canadian Exports \$	2.00M	\$ 1.00M	\$ 0.40M	\$ 0.00M
Canadian Share of Import Market	5.70%	3.30%	2.00%	0.00%

Major Competing Countries

Market Share

i) 288 SOUTH AFRICA	045 %
ii) 051 UNITED KINGDOM	025 %
iii) 128 GERMANY WEST	018 %
iv) 577 UNITED STATES OF AMERICA	015 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

i) MINING EQUIPMENT	\$ 28.00 M
ii) NON FERROUS METALS TIN SHEET	\$ 6.00 M

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

i) Project Name: ZIMBABWE GOVT WITH EXT FINANCING CREATED REVOLVING FUND TO OBTAIN MINING EQUIP.

Approximate Value: \$ 15 M

Financing Source: 025 OTHER

For further info. please contact:

COUNS(COMMERCIAL)CDN HIGH COMM, HARARE TLX 4465

Export and Investment Promotion Planning System

MISSION: 308 HARARE

COUNTRY: 648 ZIMBABWE

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate

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 financing from Canada
- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

FOREIGN CURRENCY LIMITATIONS CIDA(DLOC) HAS OPENED UP NEW OPPORTUNITIES

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
- the presence of CIDA programs which have opened the market to Canadian companies
- the availability of competitive Canadian financing

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

Activity: CANADIAN GOVERNMENT SPONSORED MINING MISSION HAVE VISITED TERRITORY. POST FOLLOWING-UP.

Results Expected: INCREASED SHARE MARKET

Activity: TO ENLARGE ON BREAKTHROUGH CREATED BY CANADIAN FINANCING DLOC

Results Expected: INCREASED SHARE MARKET

Export and Investment Promotion Planning System

88/89 Trade and Economic Overview

Mission: 321 YAOUNDE

Country: 485 REPUBLIC OF CAMEROON

L'ECONOMIE CAMEROUNAISE A CONTINUE EN 87 A SOUFFRIR DE LA BAISSSE DU COURS DES MATIERES PREMIERES. MALGRE UN CERTAIN RAFFERMISSEMENT DU PRIX DU PETROLE & PLUS RECEMMENT DE CELUI DU COTTON, LES REVENUS D'EXPRTN DU CAMEROUN, DONT UNE BONNE PART SONT TIRES EGALEMENT DES VENTES DE CAFE & DE CACAO, ONT CHUTE DE FACON DRAS-TIQUE, REPRESENTANT UN MANQUE A GAGNER DE PLUS DE 200 MLDS DE CFA (\$850 MNS) OU LE QUART DU BUDGET NAT'L. LES EFFETS SUR L'ECONOMIE LOCALE, DEJA VISIBLES A LA FIN DE 86 SONT SEVERES: FERMETURE D'USINE, CONGEDIEMENT DE PERSONNEL, BAISSSE DES INVSTMTS, RETARDS IMPORTANTS SUR LE PAIEMENT DES FACTURES DE L'ETAT, DIMINUTION DU NOMBRE DE LANCEMENT D'APPELS D'OFFRES, ETC. EN SOMME LE CAMEROUN VIT A L'HEURE DE LA "CRISE" ECONOMIQUE. LE MOT EST SUR LA BOUCHE DE TOUS, CREANT UNE CERTAINE PSYCHOSE & UN CERTAIN PESSIMISME, NOTAMMENT DS LES MILIEUX D'AFFAIRES. LE GOVT CAMEROUNAIS S'EFFORCE D'UNE PART DE METTRE EN APPLICATION DES MESURES D'ASSAINISSEMENT DES DEPENSES PUBLIQUES A L'INTERIEUR D'UN PLAN DE RIGUEUR DESTINE A AIDER LE PAYS A SORTIR DE CETTE CRISE: CREATION D'UN CREDIT AGRICOLE & D'UN CREDIT IND'L & COMMERCIAL, REEVALUA'N DES ENTREPRISES PUBLIQUES & PARAPUBLIQUES, SUPPRESSION DE PLUSIEURS AVANTAGES (AU NIVEAU DES LOGEMENTS, DES VEHICULES, DES TELEPHONES, ETC), LUTTE CONTRE LA FRAUDE DOUANIERE, ETC. TOUT COMME LE GOVT, LE SYSTEME BANCAIRE SOUFFRE D'UN PROBLEME DE TRESORERIE MINANT AINSI BEAUCOUP LES ACTIONS DU GOVT VISANT LE DVLPMNT DES PME. LE GOVT CAMEROUNAIS CHERCHE DIFFERENTS MOYENS PR APPORTER UN BALLON D'OX-YGENE A L'ECONOMIE MAIS A DATE S'EST REFUSE A APPROCHER LE FMI, QUOIQUE DES DISCUSSIONS AURAIENT EU LIEU CONCERNANT LA POSSIBILITE DE METTRE EN PLACE UN PROGRAMME D'AJUSTEMENT STRUCTUREL PAR LA BANQUE MONDIALE. FACE A CETTE CONJONCTURE DIFFICILE, LE 6E PLAN QUINQUENNAL LANCE L'ANNEE DERNIERE EST RAPIDEMENT DEvenu UN PLAN INDICATIF AVEC LE GOVT SE CONCENTRANT SUR LES PROJES BENEFICIAINT D'UN SUPPORT FINANCIER EXTERIEUR, NOTAMMENT CEUX PRESENTANT UN FINANCEMENT POUVANT COUVRIR LES COUTS LOCAUX. MALGRE LA TENDANCE ACTUELLE, LE CAMEROUN CONSERVE TOUJOURS CERTAINS ATOUTS INDENI-ABLES (CLASSE D'ENTREPRENEURS, NIVEAU DE SCOLARISATION RELATIVE-MENT AVANCE, BONNES POTENTIALITES AGRICOLES & ENERGETIQUES, PRO-DUCTION PETROLIERE PR AU MOINS UN AUTRE DIX ANS, NIVEAU D'ENDET-TEMENT ENCORE ACCEPTABLE). EN MARGE DE LA POLITIQUE DE DIVERSIFI-CATION ENONCEE PAR LES DIRIGEANTS CAMEROUNAIS, NS CONTINUONS, DU COTE CANADIEN, A OFFRIR AU CAMEROUN DES MECANISMES DE FINANCEMENT TRES ALLECHANTS. NOUS AVONS BON ESPOIR DE VOIR NOS EXPORTATIONS A DESTINATION DU CAMEROUN AUGMENTER DE FACON SENSIBLE EN 1988 SUITE AU LANCEMENT DE QUELQUES PROJETS PRESENTEMENT TRES AVANCES DANS LES NEGOCIATIONS.

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: AFRICA

Mission: 321 YAOUNDE

Market: 485 REPUBLIC OF CAMEROON

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

1. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: UNE SOCIETE CANADIENNE A OBTENU UN CONTRAT POUR LA CONSTRUCTION ET LA FOURNITURE D'EQUIPEMENT POUR 6 LYCEES TECHNIQUES.

2. 014 EDUCATION, MEDICAL, HEALTH PROD

REASONS: LE GOUVERNEMENT CAMEROUNAIS ENVISAGE LA REALISATION DE PLUSIEURS PROJETS D'INFRASTRUCTURES.

3. 015 CONSTRUCTION INDUSTRY

REASONS: LE CANADA EST PRESENT DANS LE SECTEUR ET VISE LA REALISATION EVENTUELLE D'UN BARRAGE HYDROELECTRIQUE.

4. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: LE CANADA EST PRESENT DANS LE SECTEUR AVEC UN IMPORTANT VOLET VISANT LA PARTICIPATION DE L'ACDI ET LA SEE.

5. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: IL S'AGIT SURTOUT DE S'ASSURER DE CONSERVER NOTRE PRESENCE DANS CE SECTEUR (AERIEN & FERROVIAIRE) EN VISANT LA VENTE DE NOUVEL EQUIPEMENT ET LA FOURNITURE DE PIECES.

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

1. 015 CONSTRUCTION INDUSTRY

2. 007 POWER & ENERGY EQUIP. & SERV.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 321 YAOUNDE

Market: 485 REPUBLIC OF CAMEROON

Sector: 007 POWER & ENERGY EQUIP. & SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	235.00M	\$ 200.00M	\$ 190.00M	\$ 169.00M
Canadian Exports \$	14.00M	\$ 12.00M	\$ 12.00M	\$ 10.00M
Canadian Share of Import Market	6.00%	6.30%	6.30%	5.90%

Major Competing Countries

Market Share

i) 112 FRANCE	035 %
ii) 577 UNITED STATES OF AMERICA	025 %
iii) 128 GERMANY WEST	014 %
iv) 051 UNITED KINGDOM	005 %
v) 237 ITALY	007 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports In Canadian \$
i) ELECTRIFICATION RURALE \$ 0.00 M
ii) ETUDES \$ 1.00 M
iii) MATERIEL ELECTRIQUE \$ 0.00 M

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

i) Project Name: CONSTRUCTION DU BARRAGE DE NACHTIGAL
Approximate Value: \$ 400 M
Financing Source: 024 BC
For further info. please contact:
R. COLLETTE(613)99-6593, R. BELANGER TLX 8209KN DDMC

ii) Project Name: 300 KM ELECTRIFICATION RURALE
Approximate Value: \$ 30.0 M
Financing Source: 025 OTHER
For further info. please contact:
R. COLLETTE(613)993-6593, R. BELANGER TLX 8209KN DDMC

Export and Investment Promotion Planning System

MISSION: 321 YAOUNDE

COUNTRY: 485 REPUBLIC OF CAMEROON

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
- approval of technical standards can present problems in the case of some imported products

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

- 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

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
- support provided by the PEMD program
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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

Activity: OBTENIR LE PROGRAMME D'APPROVISIONNEMENT ANNUEL DE LA SONEL ET LE DISTRIBUER AUX SOCIETES CANADIENNES.

Results Expected: ENCOURAGER LES FOURNISSEURS POSSIBLES A APPROCHER LA SONEL.

Activity: APPUYER LE CONSORTIUM CANADIEN CHARGE DES ETUDES POUR LE PROJET DE BARRAGE DU NACHTIGAL.

Results Expected: FINALISATION DES ETUDES DE FAISABILITE ET PREPARATION DE L'AVANT PROJET DETAILLE

Activity: APPUYER LE CONSORTIUM CANADIEN POURSUIVANT LA REALISATION D'UN PROJET DE DISTRIBUTION DE GAZ GPL.

Results Expected: DEPOT DE L'AVANT PROJET DETAILLE ET NEGOCIATION QUANT A SA REALISATION.

Export and Investment Promotion Planning System

MISSION: 321 YAOUNDE

COUNTRY: 485 REPUBLIC OF CAMEROON

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: APPUYER LE SECTEUR PRIVE DANS LE SECTEUR DES MICRO-CENTRALES.

Results Expected: ETUDES ET EVENTUELLEMENT REALISATION DE MICRO-CENTRALES.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 321 YAOUNDE

Market: 485 REPUBLIC OF CAMEROON

Sector: 008 TRANSPORT SYS. EQUIP. COMP. SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	100.00M	\$ 79.00M	\$ 92.00M	\$ 77.00M
Canadian Exports \$	10.00M	\$ 5.00M	\$ 5.00M	\$ 20.00M
Canadian Share of Import Market	10.00%	6.00%	5.40%	26.00%

Major Competing Countries

Market Share

i) 112 FRANCE	040 %
ii) 128 GERMANY WEST	020 %
iii) 577 UNITED STATES OF AMERICA	015 %
iv) 265 JAPAN	010 %
v) 410 NORWAY	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Mature with little growth

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) EQUIPEMENTS FERROVIAIRES	\$ 0.50 M
ii) PIECES POUR LOCOMOTIVES	\$ 1.00 M
iii) PIECES POUR AVION	\$ 1.00 M

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

i) Project Name: AEROPORT DE YAOUNDE

Approximate Value: \$ 250 M

Financing Source: 024 BC

For further info. please contact:

R. COLLETTE(613)993-6593, R. BELANGER TLX 8209KN DOMC

ii) Project Name: PORT GRAND BATANGA (REALISATION)

Approximate Value: \$ 100 M

Financing Source: 024 BC

For further info. please contact:

R. COLLETTE(613)993-6593, R. BELANGER TLX 8209KN DOMC

Export and Investment Promotion Planning System

MISSION: 321 YAOUNDE

COUNTRY: 485 REPUBLIC OF CAMEROON

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

iii) Project Name: 20 LOCOMOTIVES

Approximate Value: \$ 25.0 M

Financing Source: 024 BC

For further info. please contact:

R. COLLETTE(613)993-6593, R. BELANGER TLX 8209KN DMC

iv) Project Name: 2 AVIONS 25/50 PLACES

Approximate Value: \$ 20.0 M

Financing Source: 024 BC

For further info. please contact:

R. COLLETTE(613)993-6593, R. BELANGER TLX 8209KN DMC

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

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:

- support provided by the PEMD program
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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: SUIVRE LE DEVELOPPEMENT DU PROJET DE DEVELOPPEMENT PORTUAIRE DU GRAND BATANGA.

Results Expected: IDENTIFICATION DE POSSIBILITES COMMERCIALES.

Export and Investment Promotion Planning System

MISSION: 321 YAOUNDE

COUNTRY: 485 REPUBLIC OF CAMEROON

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: ENCOURAGER L'ACHAT DE CAMIONS CANADIENS DANS LES SECTEURS CIVILS ET MILITAIRES.

Results Expected: VENTES DE CAMIONS CANADIENS.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 321 YAOUNDE

Market: 485 REPUBLIC OF CAMEROON

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	35.00M	\$ 20.00M	\$ 24.00M	\$ 19.00M
Canadian Exports \$	25.00M	\$ 4.00M	\$ 4.00M	\$ 4.00M
Canadian Share of Import Market	71.00%	20.00%	17.00%	21.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	025 %
ii) 112 FRANCE	025 %
iii) 128 GERMANY WEST	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) MAT. D'EXPLOITATION FORESTIERE & DE SCIERIE	\$ 2.00 M
ii) SERVICES DE CONSULTATION	\$ 3.00 M
iii) SERVICES DE PHOTOCARTOGRAPHIE	\$ 0.50 M

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

i) Project Name: PHOTOGRAPHIE ET CARTOGRAPHIE FORESTIERE
Approximate Value: \$ 5.0 M
Financing Source: 024 BC
For further info. please contact:
R. COLLETTE(613)993-6593, R. BELANGER TLX 8209KN DDMC

ii) Project Name: COMPLEXES INTEGRES DE TRANSFORMATION DU BOIS
Approximate Value: \$ 10.0 M
Financing Source: 024 BC
For further info. please contact:
R. COLLETTE(613)993-6593, R. BELANGER TLX 8209KN DDMC

Export and Investment Promotion Planning System

MISSION: 321 YADUNDE

COUNTRY: 485 REPUBLIC OF CAMEROON

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

iii) Project Name: ETUDE ET CREATION D'UNE USINE DE PAN-NEAUX DE PARTICULES

Approximate Value: \$ 5.0 M

Financing Source: 024 BC

For further info. please contact:

R. COLLETTE(613)993-6593, R. BELANGER TLX 8209KN DOMC

iv) Project Name: CREATION DE MENUISERIE INDUSTRIELLE

Approximate Value: \$ 5.0 M

Financing Source: 024 BC

For further info. please contact:

R. COLLETTE(613)993-6593, R. BELANGER TLX 8209KN DOMC

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:

- a lack of interest in the market on the part of Canadian exporters
- 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:
SERVICES APRES-VENTE

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
- support provided by the PEMD program
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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

Activity: GARDER LE CONTACT AVEC LA SEE ET L'ACDI EN VUE DE REALISER DES VENTES DE BIENS ET SERVICES CANADIENS DANS CE SECTEUR.

Results Expected: VENTES PREVUES DE \$30 MILLIONS

Export and Investment Promotion Planning System

MISSION: 321 YAOUNDE COUNTRY: 485 REPUBLIC OF CAMEROON

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

Activity: CONTINUER LES CONTACTS AVEC LE CENADEFOR ET LES CONSULTANTS CANADIENS, RESPONSABLES DE LA PROMOTION DES PME FORESTIERES.

Results Expected: VENTES PREVUES DE \$30 MILLIONS

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: EXPLORER LE SECTEUR DE TRANSFORMATION DU BOIS.

Results Expected: IDENTIFIER UN OU DEUX PROJETS INTERESSANTS.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 321 YAOUNDE

Market: 485 REPUBLIC OF CAMEROON

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	200.00M	\$ 160.00M	\$ 173.00M	\$ 148.00M
Canadian Exports \$	70.00M	\$ 2.00M	\$ 2.00M	\$ 2.00M
Canadian Share of Import Market	35.00%	1.10%	1.10%	1.30%

Major Competing Countries

Market Share

i) 112 FRANCE	025 %
ii) 577 UNITED STATES OF AMERICA	012 %
iii) 051 UNITED KINGDOM	010 %
iv) 038 BELGIUM	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports
In Canadian \$

i) CONSTRUCTIONS SCOLAIRES	\$ 20.00 M
ii) PROGRAMMES DE FORMATION	\$ 30.00 M
iii) EQUIPEMENTS DIDACTIQUES	\$ 10.00 M

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

i) Project Name: EDUCATION IV

Approximate Value: \$ 10.0 M

Financing Source: 001 IBRD

For further info. please contact:

R. COLLETTE(613)993-6593, R. BELANGER TLX 8209KN DOMC

ii) Project Name: EDUCATION V

Approximate Value: \$ 30.0 M

Financing Source: 001 IBRD

For further info. please contact:

R. COLLETTE(613)993-6593, J. P. HAMEL TLX 8209KN DOMC

Export and Investment Promotion Planning System

MISSION: 321 YAOUNDE

COUNTRY: 485 REPUBLIC OF CAMEROON

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

iii) Project Name: VENDE DE VALVES CARDIO-VASCULAIRES

Approximate Value: \$.56 M

Financing Source: 012 DOM

For further info. please contact:

J. C. NGANKAM TLX 8209KN DOMCAM YUNDE

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
- approval of technical standards can present problems in the case of some imported products

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
- non competitive financing from Canada

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
- the presence of CIDA programs which have opened the market to Canadian companies
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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: PROJET DE CONSTRUCTION DE 6 LYCEES TECHNIQUES.

Results Expected: TRAVAUX EN COURS

Activity: SUIVRE DE PRES L'EVOLUTION DES PROJETS D'EDUCATION ENVISAGES PAR LE CAMEROUN EN COLLABORATION AVEC LA BANQUE MONDIALE.

Results Expected: IDENTIFICATION DE POSSIBILITES COMMERCIALES POUR LES SOCIETES CANADIENNES.

Export and Investment Promotion Planning System

MISSION: 321 YAOUNDE

COUNTRY: 485 REPUBLIC OF CAMEROON

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

Activity: PROJET INCINERATEURS PATHOLOGIQUES

Results Expected: INDENTIFICATION DE POSSIBILITES COMMERCIALES
POUR LES SOCIETES CANADIENNES.

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: EFFECTEUR DES REPRESENTATIONS AUPRES DU CENTRE UNIVERSITAIRE DE LA SANTE POUR LA VENTE DE VALVES CARDIO-VASCULAIRES.

Results Expected: INDENTIFICATION DE POSSIBILITES COMMERCIALES

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 321 YAOUNDE

Market: 485 REPUBLIC OF CAMEROON

Sector: 015 CONSTRUCTION INDUSTRY

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	359.00M	\$ 298.00M	\$ 321.00M	\$ 267.00M
Canadian Exports \$	16.00M	\$ 16.00M	\$ 16.00M	\$ 18.00M
Canadian Share of Import Market	4.00%	5.00%	5.00%	6.70%

Major Competing Countries

Market Share

i) 112 FRANCE	056 %
ii) 237 ITALY	020 %
iii) 038 BELGIUM	010 %
iv) 128 GERMANY WEST	008 %
v) 397 SENEGAL	006 %
vi) 354 NETHERLANDS	004 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Market share declining

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) CONSTRUCTION IMMOBILIERE	\$ 30.00 M
ii) ADDUCTION D'EAU URBAINE ET RURALE	\$ 300.00 M
iii) ETUDE ET CONTROLE TRAVAUX ROUTIERS	\$ 20.00 M

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

i) Project Name: CONSTRUCTION DE 1000 LOGEMENTS
Approximate Value: \$ 60.0 M
Financing Source: 024 BC
For further info. please contact:
R. COLLETTE(613)993-6593, R. BELANGER TLX 8209KN DOMC

ii) Project Name: ADDUCTION D'EAU DE DOUALA
Approximate Value: \$ 250.0 M
Financing Source: 024 BC
For further info. please contact:
R. COLLETTE(613)993-6593, R. BELANGER TLX 8209KN DOMC

Export and Investment Promotion Planning System

MISSION: 321 YAOUNDE

COUNTRY: 485 REPUBLIC OF CAMEROON

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
- approval of technical standards can present problems in the case of some imported products

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
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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
- support provided by the PEMD program
- participation in trade missions
- the availability of competitive Canadian financing

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: FAIRE DES REPRESENTATIONS AUPRES DES AUTORITES LOCALES EN APPUI AUX SOCIETES CANADIENNES INTERESSEES AU PROJET D'ADDUCTION D'EAU DE DDUALA.

Results Expected: OCTROI D'UN CONTRAT SOUS LA SURVEILLANCE ET LE CONTROLE DES TRAVAUX ET POSSIBILITE DE VENTE D'EQUIPEMENT.

Activity: FOURNIR DE LA DOCUMENTATION RT ORGANISER DES RENCONTRES ENTRE DES SOCIETES CANADIENNES DU SECTEUR ET LES RESPONSABLES CAMEROUNAIS AUTANT DU SECTEUR PUBLIC QUE PRIVE.

Results Expected: MEILLEURE CONNAISSANCE DES TECHNIQUES ET MATERIAUX UTILISES AU CANADA.

Export and Investment Promotion Planning System

MISSION: 321 YAOUNDE

COUNTRY: 485 REPUBLIC OF CAMEROON

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: ETABLIR DES CONTACTS PLUS FREQUENTS AVEC LES AUTORITES LOCALES DANS LE SECTEUR DE L'HABITAT ET DE LA CONSTRUCTION.

Results Expected: MEILLEURE COMPREHENSION DU SECTEUR DE L'HABITAT ET DE LA CONSTRUCTION.

Export and Investment Promotion Planning System

88/89 Trade and Economic Overview

Mission: 322 KINSHASA

Country: 632 ZAIRE

LA SITUATION ECONOMIQUE DU ZAIRE BIEN QUE TRES PEU RELUISANTE DEMONTE CERTAINS SIGNES DE STABILITE & D'ACCROISSEMENT. MALGRE UNE INSUFFISANCE DE CAPITAL IL EXISTE DE NOMBREUSES OPPORTUNITES POUR LES SOCIETES CANADIENNES SOUS L'EGIDE DES PROGRAMMES DE REDRESSEMENT DU FMI QUI REDUISENT SENSIBLEMENT LES PROJETS DE L'ETAT MAIS DONT CERTAINES PRIORITES RETIENNENT LA FAVEUR DES BAILLEURS DE FONDS TELS LA BM & LA FAD. LA SEE N'ETANT PAS PRESENTE NOS EFFORTS DE PROMOTION S'ORIENTENT VERS LES MARCHES MULTILATERAUX. LE ZAIRE A PROPOSE UN PLAN QUINQUENNAL DE DEVELOPPEMENT QUI S'HARMONISE BIEN AVEC LES SECTEURS FORTS DU CANADA AUX NIVEAUX DES TRANSPORTS COMMUNICATIONS MINES & ENERGIE. LA SOCIETE NATIONALE D'ELECTRICITE A UN PROGRAMME DE DEVELOPPEMENT DE PLUS OU MOINS 200 M USD DONT PRES DE 100M POUR 88/89. DANS LE SECTEUR MINIER LA GECAMINES EST A METTRE EN DEUVRE SON PLAN QUINQUENNAL D'INVESTISSEMENTS DE 500M USD EN PLUS D'UN VOLUME ANNUEL D'ACHATS DE 250M USD. POUR LES TELECOMMUNICATIONS UN PLAN DE REHABILITATION DE PLUS OU MOINS 50M USD SERA BIENTOT ETABLI AVEC LE COURS DE LA BAD/BM. A CELA VIENT S'AJOUTER UN PROJET DE TELEPHONIE CELLULAIRE EVALUE A 25M USD. AVEC L'OCTROI D'UN CONTRAT DE PLUS OU MOINS 4.5M US A CANAC DE LA SNCZ NOUS ENTREVOYONS DE BONNES POSSIBILITES DANS LE DOMAINE FERROVIAIRE. DES DISCUSSIONS SE SONT INTENSIFIEES SUR UNE LIGNE DE CREDIT PRIVEE POUR LA GECAMINES. LE SECTEUR PRIVE DEMONTE DES SIGNES MARQUES D'AMELIORATION. LES IMPORTATIONS AU ZAIRE SE CHIFFRENT A PLUS D'UN MILLIARD DE USD PAR ANNEE. NOUS AVONS ETUDIE LES SECTEURS EN EVOLUTION & AVEC UNE PROMOTION ACCRUE DANS LES SECTEURS DU PAPIER DE L'EQUIPEMENT & DES PRODUITS PHARMACEUTIQUES LES SOCIETES CANADIENNES QUI VEULENT Y METTRE L'EFFORT & AVEC L'AIDE DE LA LIGNE DE CREDIT ACDI & AUTRES NOUS ESPERONS CREER UN DEBUT D'HABITUDES D'ACHATS AU CDA. IL Y A PLUSIEURS PROJETS EN DIFFERENTS STAGES DE REALISATION AUXQUELS NOUS ESPERONS POUVOIR PARTICIPER: DANS LE DOMAINE MINIER AVEC SODIMIZA (25M USD) LES MINES D'OR DE KILO-MOTO (250M USD) SUR UNE PERIODE DE 5 ANS & PLUSIEURS AUTRES A MONDRE ECHELLE ALLANT DE 1 A 5M USD DANS LES DOMAINES DE LA FORET DES MINES DU TRANSPORT & DE L'AGRICULTURE. BIEN QUE LES PERSPECTIVES GLOBALES DES EXPORTATIONS AU ZAIRE SONT STAGNANTES ETANT DONNE LA CONJONCTURE ECONOMIQUE IL EXISTE UNE CHANCE UNIQUE DE PERCER PUISQUE LE CDA OFFRE UNE ALTERNATIVE INTERESSANTE AU ZAIRE DANS LA MESURE OU LES SOCIETES CDN VEULENT BIEN Y METTRE LES EFFORTS CONTINUS. LE FORUM FRANCOPHONE DES AFFAIRES & L'INTENSIFICATION DE NOS RELATIONS AVEC LES INTERVENANTS PRIVES ZAIROIS LAISSENT PRESAGER DE PLUS EN PLUS DE CONTACTS QUI DEVRAIENT AMENER UN ACCROISSEMENT DES ECHANGES COMMERCIAUX. CONGO: PENDANT LA DERNIERE PERIODE GRACE A LA PRESENCE DE LA SEE LE CDA A TERMINE LA CONSTRUCTION D'UN IMMEUBLE DE LA CIE D'ASSURANCES & REASSURANCES DU CONGO (30M\$). POUR 88/89 NOUS SURVEILLONS

Export and Investment Promotion Planning System

REPT: SYN-GED 88/89 A. Post export program priorities

Region: AFRICA

Mission: 322 KINSHASA

Market: 632 ZAIRE

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

1. 010 MINE, METAL, MINERAL PROD & SRV

REASONS: GECAMINES EST A METTRE EN DEUVRE SON PROGRAMME D'INVESTISSEMENTS DE 500M USD. SODIMIZA PROCEDERA A 25M USD D'INVESTISSEMENTS. KILO-MOTO A UN PROGRAMME DE REHABILITATION DE 250M USD. SOMINKI & KILO-MOTO AU

2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: UN DES PROBLEMES LES PLUS IMPORTANTS AU ZAIRE EST LE TRANSPORT. LE CDA POSSEDE UNE EXCELLENTE EXPERTISE DANS CE DOMAINE (EQUIPEMENTS & SERV.) FINANCEMENT DISPONIBLE.

3. 005 COMM. & INFORM. EGP. & SERV

REASONS: LE PROJET DE TELEPHONIE CELLULAIRE A DEBUTE; NOMBREUX DEBOUCHES POTENTIELS POUR LE CDA. PROJET DE REHABILITATION DU RESEAU TELEPHONIQUE EST AVANCE. AUTRES EQUIPEMENTS.

4. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: LE ZAIRE IMPORTE TOUTE SA CONSOMMATION DE PAPIER. DE NOMBREUSES OPPORTUNITES EXISTENT POUR LES PRODUITS CANADIENS.

5. 014 EDUCATION, MEDICAL, HEALTH PROD

REASONS: LES PRODUITS PHARMACEUTIQUES CANADIENS SONT TRES COMPETIFIFS ET LE ZAIRE IMPORTE POUR PLUS OU MOINS 50M USD.

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

1. 010 MINE, METAL, MINERAL PROD & SRV
2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
3. 002 FISHERIES, SEA PRODUCTS & SERV.
4. 001 AGRI & FOOD PRODUCTS & SERVICE
5. 009 FOREST PRODUCTS, EQUIP, SERVICES

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 322 KINSHASA

Market: 632 ZAIRE

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	30.00M	\$ 15.00M	\$ 10.00M	\$ 12.00M
Canadian Exports \$	3.00M	\$ 1.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	10.00%	6.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 112 FRANCE	030 %
ii) 128 GERMANY WEST	030 %
iii) 237 ITALY	020 %
iv) 577 UNITED STATES OF AMERICA	010 %
v) 265 JAPAN	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) CENTRALES TELEPHONIQUES	\$ 0.50 M
ii) SERVICE INGENIERI	\$ 0.00 M
iii) MATERIEL CELLULAIRE	\$ 0.50 M
iv) SYTEME R. A. C. E.	\$ 0.50 M

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

i) Project Name: REHABILITATION DU RESEAU TLEPHONIQUE

Approximate Value: \$ 50 M

Financing Source: 005 AFDB

For further info. please contact:

ROGER J. MAILHOT, KINSHASA ZAIRE, TLX21303 DOMCAN ZR

Export and Investment Promotion Planning System

MISSION: 322 KINSHASA

COUNTRY: 632 ZAIRE

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 financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada

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:

- No factors reported by mission

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: PARTICIPATION A LA PHASE PILOTE D'UN PROJET DE TELEPHONIE CELLULAIRE.

Results Expected: INTRODUCTION DE LA TECHNOLOGIE CANADIENNE.

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: PARTICIPATION DE SOCIETES CANADIENNES A LA REALISATION D'UN RESEAU DE TELEPHONIE CELLULAIRE

Results Expected: AUGMENTATION DES EXPORTATIONS

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 322 KINSHASA

Market: 632 ZAIRE

Sector: 008 TRANSPORT SYS. EQUIP, COMP, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	100.00M	\$ 90.00M	\$ 75.00M	\$ 60.00M
Canadian Exports \$	10.00M	\$ 5.00M	\$ 0.50M	\$ 0.00M
Canadian Share of Import Market	10.00%	5.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 128 GERMANY WEST	030 %
ii) 112 FRANCE	025 %
iii) 265 JAPAN	020 %
iv) 052 ENGLAND	015 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports:

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) EQUIP. FERROVIAIRE	\$ 8.00 M
ii) CAMIONS CLASSE B	\$ 1.50 M
iii) REMORQUES	\$ 0.50 M
iv) CAMIONS USAGES	\$ 0.00 M

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

i) Project Name: GECAMINES
Approximate Value: \$ 50 M
Financing Source: 002 IDA 005 AFDB
For further info. please contact:
ROGER J. MAILHOT, KINSHASA ZAIRE, TLX21303 DOMCAN ZR

ii) Project Name: PROJET PME/SOFIDE
Approximate Value: \$ 5 M
Financing Source: 011 CIDA
For further info. please contact:
IDEM

Export and Investment Promotion Planning System

MISSION: 322 KINSHASA

COUNTRY: 632 ZAIRE

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

iii) Project Name: SOFIDE

Approximate Value: \$ 25 M

Financing Source: 002 IDA 005 AFDB

For further info. please contact:

IDEM, CITOYEN BOKANNA, KINSHASA ZAIRE

iv) Project Name: SOCIETE NATIONAL DES CHEMINS DE FER
ZAIROIS (SNCZ)

Approximate Value: \$ 50 M

Financing Source: 002 IDA

For further info. please contact:

IDEM, CITOYEN BOKANNA, KINSHASA ZAIRE

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
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- high tariffs
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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:

- No factors reported by mission

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- product/service information from Canadian companies

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

Activity: PROMOTION AU ZAIRE DES PRODUITS ET EQUIPEMENTS DE TRANSPORT CANADIENS.

Results Expected: AUGMENTATION DES EXPORTATIONS.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 322 KINSHASA

Market: 632 ZAIRE

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 094 PULP AND PAPER PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	50.00M	\$ 50.00M	\$ 45.00M	\$ 30.00M
Canadian Exports \$	5.00M	\$ 1.00M	\$ 0.45M	\$ 0.30M
Canadian Share of Import Market	0.10%	2.00%	0.01%	0.01%

Major Competing Countries

Market Share

i) 128 GERMANY WEST	030 %
ii) 038 BELGIUM	020 %
iii) 047 BRAZIL	015 %
iv) 288 SOUTH AFRICA	015 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports
In Canadian \$
\$ 1.00 M

i) PAPIER

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:

- a lack of interest in the market on the part of Canadian exporters
- 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

Export and Investment Promotion Planning System

MISSION: 322 KINSHASA

COUNTRY: 632 ZAIRE

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:

- No factors reported by mission

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- product/service information from Canadian companies

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

Activity: ESTABLISSEMENT DE CONTACT AVEC BUREAUX D'ACHATS CANADIEN.

Results Expected: MEILLEURE CONNAISSANCE DU MARCHE ZAIROIS ET AUGMENTATION DES EXPORTATIONS.

Activity: UTILIZATION LIGNE DE CREDIT ACDI POUR ACHAT DE PAPIER.

Results Expected: PENETRATION DU MARCHE.

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: RECENSEMENT DES UTILISATEURS DE PRODUITS DE PATES ET PAPIER.

Results Expected: AUGMENTATION DES EXPORTATIONS.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 322 KINSHASA

Market: 632 ZAIRE

Sector: 010 MINE, METAL, MINERAL PROD & SRV

Subsector: 106 EQUIPMENT AND MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	500.00M	\$ 400.00M	\$ 250.00M	\$ 250.00M
Canadian Exports \$	10.00M	\$ 4.00M	\$ 2.50M	\$ 2.50M
Canadian Share of Import Market	0.02%	0.01%	0.01%	0.01%

Major Competing Countries

Market Share

i) 128 GERMANY WEST	025 %
ii) 288 SOUTH AFRICA	035 %
iii) 038 BELGIUM	020 %
iv) 507 SWEDEN	010 %
v) 577 UNITED STATES OF AMERICA	010 %
vi) 265 JAPAN	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) SERVICES EXPLOITATION	\$ 5.00 M
ii) ENGINES MINIERIS	\$ 1.00 M
iii) INGENIERIE	\$ 1.00 M
iv) CONCENTRATEUR CLEFS EN MAIN	\$ 0.00 M
v) ELECTRO-RAFFINAGE	\$ 0.00 M
vi) EQUIPEMENTS	\$ 1.00 M

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

i) Project Name: PLAN QUINQUENNAL D'INVESTISSEMENTS
GECAMINES

Approximate Value: \$ 700 M

Financing Source: 002 IDA 005 AFDB

For further info. please contact:

R. J. MAILHOT, KINSHASA, ZAIRE, TLX: 21303 DOMCAN ZR

Export and Investment Promotion Planning System

MISSION: 322 KINSHASA

COUNTRY: 632 ZAIRE

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

ii) Project Name: NOVEAUX INVESTISSEMENTS SODIMIZA

Approximate Value: \$ 30 M

Financing Source: 012 DOM 024 BC

For further info. please contact:

R. J. MAILHOT, KINSHASA, ZAIRE, TLX: 21303 DOMCAN ZR

iii) Project Name: PROJETS MINES D'OR DE KILO-MOTO

Approximate Value: \$ 300 M

Financing Source: 002 IDA

For further info. please contact:

R. J. MAILHOT, KINSHASA, ZAIRE, TLX: 21303 DOMCAN ZR

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 financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- difficulties in obtaining credit facilities in Canada

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:

- support provided by the PEMD program
- participation in trade missions
- the presence of CIDA programs which have opened the market to Canadian companies
- Canada's position as one of the few major sources of international supply
- 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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- product/service information from Canadian companies

Export and Investment Promotion Planning System

MISSION: 322 KINSHASA COUNTRY: 632 ZAIRE

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

Activity: MISE EN PLACE D'UN CREDIT FOURNISSEURS AVEC DES FINANCIERS PRIVES ET LA SEE POUR LA GECAMINES.

Results Expected: PERMETTRE UNE MEILLEURE PENETRATION DE MARCHE

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: ETABLIR AVEC LES PRINCIPAUX ACHETEURS DU ZAIRE, UNE LISTE DES FOURNITURES USUELLES.

Results Expected: PERMETTRE AUX FOURNISSEURS CANADIENS DE DEVELOPPER DES RELATIONS COMMERCIALES A LONG TERME.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 322 KINSHASA

Market: 632 ZAIRE

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 141 PHARMACEUTICALS, BIOTECHNOLOGY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	55.00M	\$ 50.00M	\$ 50.00M	\$ 40.00M
Canadian Exports \$	2.00M	\$ 0.50M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	1.50%	0.25%	0.00%	0.00%

Major Competing Countries

Market Share

i) 038 BELGIUM	040 %
ii) 112 FRANCE	020 %
iii) 288 SOUTH AFRICA	020 %
iv) 052 ENGLAND	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

i) PRODUITS PHARMACEUTIQUES

Current Total Imports
In Canadian \$
\$ 0.50 M

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:

- a lack of interest in the market on the part of Canadian exporters
- 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

Export and Investment Promotion Planning System

MISSION: 322 KINSHASA

COUNTRY: 632 ZAIRE

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:

- No factors reported by mission

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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: REPERTOIRE DES IMPORTATEURS ET EXPORTATEURS

Results Expected: INFORMATION POUR SOCIETES CANADIENNES INTERESSEES AU MARCHE

Activity: SEMINAIRE INFORMATION POUR SOCIETES CANADIENNES INTERESSEES AU MARCHE MONTREAL & TORONTO

Results Expected: INTRODUCTION DE 10 NOUVELLES FIRMES AU MARCHE DU ZAIRE

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 322 KINSHASA		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
020 MISSION OUTGOING MISSION AGRICULTURE ET PECHERIE		0788
Sector: 005 COMM. & INFORM. EQP. & SERV		
024 MISSION INCOMING MISSION TELECOMMUNICATIONS		0688
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
024 MISSION INCOMING MISSION TRANSPORT MISSION TRANSPORT		0189 0488
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
020 MISSION OUTGOING MISSION EQUIPEMENTS ET PRODUITS FORESTIERS		0688
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
024 MISSION INCOMING MISSION EQUIPEMENTS MINIERS MISSION EQUIPEMENTS MINIERS		0588 0988
Sector: 014 EDUCATION, MEDICAL, HEALTH PROD		
024 MISSION INCOMING MISSION PRODUITS PHARMACEUTIQUES		1188
Sector: 999 MULTIPLE SECTORS		
010 FAIRS SEMAINE CANADIENNE		0688
024 MISSION INCOMING MISSION ANEZA		1088
Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 322 KINSHASA		
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
020 MISSION OUTGOING MISSION EQUIPEMENT MINIER		0689

Export and Investment Promotion Planning System

Type of Event

Location

Date

Promotional projects proposed for the two following fiscal years.

Mission: 322 KINSHASA

Sector: 999 MULTIPLE SECTORS

010 FAIRS

SEMAINE CANADIENNE

1189

Export and Investment Promotion Planning System

88/89 Trade and Economic Overview

Mission: 324 TUNIS

Country: 515 TUNISIA

LA TUNISIE, A SUBI ET SUBIT ENCORE LES RETOMBEES NEFASTES DE LA CRISE ECONOMIQUES INT'LE. CETTE CRISE EST CARACTERISEE PAR LA DETERIORATION DES TERMES DE L'ECHANGE & PAR LES FLUCTUATIONS DES TAUX D'INTERET & DES TAUX DE CHANGE DES PRINCIPALES DEVISES. EN EFFET LA TUNISIE A SUBI L'ESOUFLEMENT DES PRIX DES PRODS EXPORTES SUR LE MARCHÉ MONDIAL TELS QUE LE PETROLE, LES PHOSPHATE & LES PRODS CHIMIQUES. ELLA A SUBI EGALEMENT L'EMBALLLEMENT DES PRIX DE CERTAINS PRODS IMPORTES (MATIERES PREMIERES, ARGO-ALIMENT & PRODS SEMIFINIS). TOUS CES PROBLEMES CONJUGUES A UN CLIMAT SOCIAL TENDU (MONTEE DU COURANT INTEGRISTE/ATTENTATS A LA BOMBE). ONT FAIT QUE L'ECONOMIE DU PAYS & SES FINANCES ONT BEAUCOUP SOUFFERT. LE GOVT TUNISIEN A ADOPTE DEPUIS L'ETE 86 UNE STRATEGIE VISANT A PERMETTRE AU PAYS DE FAIRE FACE AUX DIFFICULTES DE LA CONJONCTURE ECONOMIQUE ACTUELLE. LES PRINCIPAUX OBJECTIFS POURSUIVIS CONSISTENT A RESTRUCTURER LES INVSTMNTS, A MIEUX EXPLOITER LES CAPACITES DE PRODUCTION, A MAITRISER LA CONSOMMATION & A PROMOUVOIR LES EXPRTNS. IL Y A LIEU DE CITER: A)LE DRAINAGE DE NVLS RESSOURCES FINANCIERES A DES CONDITIONS AVANTAGEUSES; B) REAJUSTEMENT DES PRIX DU PETROLE A L'INTERIEUR DU PAYS; C)LEVEE DS UN 1ER TEMPS DES RESTRICTIONS IMPOSEES A L'IMPRTN DES MATIERES 1ERE & PRODS SEMI-FINIS AU PROFIT DES ENTREPRISES PRODUCTIVES; D) EXTENSION GRADUELLE DE CETTE LIBERATION DES IMPRTNS A L'ENSEMBLE DES PIECES DE RECHANGES ET MATIERES 1ERES; E)DEVALUATION (DEPUIS ADUT 86) DU DINAR TUNISIEN DS LA PROPOR'N DE 10%. GRACE A CES MESURES, CERTAINS RESULTATS POSITIFS ONT PU ETRE ENREGISTRES NOTAMMENT: A)UN DEV. NOTABLE DES EXPRTNS; B)UNE ENTREE IMPORTANTE DE DEVISES GRACE A LA BONNE SAISON TOURISTIQUE; C)UNE NETTE AMELIORA'N DE LA BALANCE DES PAIEMENTS & LE SRVCE DE LA DETTE EXTERIEURE. DEVANT CE SOULAGEMENT DU PAYS & DE SON ECONOMIE. LE GOVT TUNISIEN A ESSAYE DE CONTINUER CETTE POLITIQUE ECONOMIQUE EN INSTAURANT UN NOUVEAU CODE D'INVESTISSEMENT & EN CHOISSANT LE CHEMIN DE LA PRIVATISA'N DE CERTAINS SECTEURS QUI JUSQU'A DATE ETAIENT SOUS MONOPLOE DE L'ETAT. LES RESPONSABLES TUNISIENS INSISTENT TOUJOURS SUR LA NECESSITE D'ADOPTER UNE STRATEGIE D'AUSTERITE ET DE VIGILANCE & DE S'INSPIRER DES RECOMMENDA'NS DES ORGANISMES FINANCIERS INTERNATIONAUX TELS QUE LE FMI & LA BIRD. LE LE VII EME PLAN ECONDMIQUE DE LA TUNISIE (87-91) A TET ANNONCE EN JUIN 87 & PREVOIT UN INVSTMNT GLOBAL EQUIVALENT A ENVIRON \$CDN 17MLDS, CERTAINS PRIORITES DU PLAN CORRESPONDENT AUX DOMAINES DE COMPETENCE CDNE & POURRAIENT OFFIR DES DEBOUCHES DS LES SECTEURS SUIVANTS: CONSULTA'N & ENGINEERING, AGRI., TELECOMS & BOIS & DERIVES. UNE APPROCHE DE CONCENTRA'N SUR CES QUELQUES SECTEURS SERVIRA A MIEUX PERCER LE MARCHÉ TUNISIEN. IMPORTANT POUR COORDONNER LES DIVERSES MISSIONS PROPOSEES ET SURTOUT POUR ENCOURAGE UN NOMBRE ACCRU DE FIRMES CDN A VISER SUR CE MARCHÉ.

Export and Investment Promotion Planning System

REPT: SYN-GED 88/89 A. Post export program priorities

Region: AFRICA

Mission: 324 TUNIS

Market: 515 TUNISIA

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

1. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

REASONS: PLUSIEURS PROJETS IMPORTANTS PREVUS DANS LE VIIEME PLAN (87-91), LA BONNE REPUTATION, L'EXPERTISE & L'EXPERIENCE CANADIENNE SERONT D'UN GRAND APPORT.

2. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: LE VIIEME PLAN ACCORDE 20% DES TOTALITES DES INVESTISSEMENTS POUR LE SECTEUR AGRICOLE. POTENTIEL SERIEUX EXISTE.

3. 005 COMM. & INFORM. EQP. & SERV

REASONS: LES P. T. T. MODERNISENT ACTUELLEMENT SES INSTALLATIONS. LE DVLPMT DE LA TELEPHONIE RURALE. LE DEDOUBLEMENT DU NOMBRE DES LIGNES. INSTALLATION D'UN SYSTEME DE COMMUTATION EN PAQUET.

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

1. 010 MINE, METAL, MINERAL PROD & SRV
2. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 324 TUNIS

Market: 515 TUNISIA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 011 ANIMAL, POULTRY BREEDING STOCK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	18.00M	\$ 15.00M	\$ 17.00M	\$ 11.00M
Canadian Exports \$	4.00M	\$ 1.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	21.00%	6.50%	0.00%	0.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	050 %
ii) 354 NETHERLANDS	032 %
iii) 128 GERMANY WEST	010 %
iv) 616 OTHER COUNTRIES	008 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) GENISSES	\$ 1.00 M
ii) SEMENCES HOLSTEIN	\$ 0.00 M
iii) TRANSF. TECHN. DANS DOMAINE INSEMINATION ARTIFICIEL	\$ 0.00 M
iv) TRANSPLANTATION EMBRYONNAIRE	\$ 0.00 M

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

i) Project Name: VENTES DIRECTES DE GENISSES DANS LE CADRE DU 7EME PLAN

Approximate Value: \$ 15 M

Financing Source: 012 DDM 011 CIDA

023 EDC

For further info. please contact:

L. BOURGUIBA, TUNIS, TLX 15324, EXT/GAT(LANDY)

Export and Investment Promotion Planning System

MISSION: 324 TUNIS

COUNTRY: 515 TUNISIA

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be high
- approval of technical standards can present problems in the case of some imported products

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
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

CONVENTION SANITAIRE SIGNEE ENTRE LE CANADA ET LA TUNISIE EST ABSOLUMENT A REVOIR AFIN DE REGLER LE PROBLEME DE L'IBR.

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:

- strong sectoral capability in Canada

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

Activity: REGLEMENT DES CLAUSES SANITAIRES (VACCINS ET AUTRES)

Results Expected: SIGNATURE D'UNE NOUVELLE CONVENTION SANITAIRE POUR LES GENISSES

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: ASSISTANCE A LA COMPAGNIE VENTES INT'L D'ANIMAUX DU QUEBEC POUR REVENIR EN TUNISIE HONORER ET SAUVER AINSI LA REPUTATION CDN.

Results Expected: ACCOMPLISSEMENT DU CONTRAT DEJA SIGNE EN 1986

Activity: IDENTIFICATION D'UNE OPPORTUNITE POUR OFFRIR DES SERVICES CANADIENS DANS LE DOMAINE DE LA TRANSPLANTATION EMBRYONNAIRE ET L'INSEMINATION ARTIFICIELLE.

Results Expected: SOUMISSION PAR AU MOINS UNE SOCIETE CANADIENNE POUR L'OFFRE DE SES SERVICES.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 324 TUNIS

Market: 515 TUNISIA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 013 SEEDS & SPECIAL CROPS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	37.00M	\$ 45.00M	\$ 38.00M	\$ 40.00M
Canadian Exports \$	1.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	2.00%	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 112 FRANCE	040 %
ii) 026 AUSTRIA	030 %
iii) 354 NETHERLANDS	025 %
iv) 616 OTHER COUNTRIES	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports
In Canadian \$

i) SEMENCES DE POMMES DE TERRE	\$ 1.00 M
ii) SERV. CONSTR. D'ENTREPOT FRIGORIFIQUE DE POMME TER	\$ 10.00 M

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

i) Project Name: VENTE COMMERCIALE DE SEMENCES DEJA RE-
CONNUES & ACCEPTEES (KENNEBEC & RARITANS)

Approximate Value: \$ 2 M

Financing Source: 012 DOM 023 EDC
025 OTHER

For further info. please contact:

POSTE: LASSAAD BOURGUIBA, TLX 15324, POTATOES CDA

Export and Investment Promotion Planning System

MISSION: 324 TUNIS

COUNTRY: 515 TUNISIA

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be high
- approval of technical standards can present problems in the case of some imported products

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-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:

LES TUNISIENS REFUSENT D'ACCEPTER LES SEMENCES CANADIENNES SOUS PRETEXTE DE MALADIES (MULDIOUSE, SPIDLE TUBER). LE PROBLEME N'EST PAS UNIQUEMENT SANITAIRE MAIS PLUTOT COMMERCIAL AVEC DES PRES- SIONS DE QUELQUES PAYS NOTAMMENT LA FRANCE ET L'AUTRICHE.

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:

- No factors reported by mission

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: CONTINUER DISCUSSIONS AVEC AUTORITES LOCALES A PROPOS DES QUES- TIONS TECHNIQUES ET SANITAIRES RELATIVES AUX SEMENCES CANADIENNES

Results Expected: REGLEMENT DU PROBLEME SANITAIRE ET SIGNATURE D'UNE CONVENTION ENTRE LES DEUX PAYS.

Activity: CONTINUER A SENSIBILISER LES UTILISATEURS TUNISIENS SUR LA BONNE QUALITE DE LA SEMENCE CANADIENNE ET SON RENDEMENT.

Results Expected: INTRODUCTION SUR LE MARCHE, A TITRE EXPERI- MENTAL DE NOUVELLES VARIETES.

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: ASSISTANCE A POTATOES CANADA DANS SES EFFORTS DE PENETRATION DU MARCHE.

Results Expected: ACCEPTATION DE QUELQUES LIVRAISONS SEMI-COM- MERCIALES.

Export and Investment Promotion Planning System

MISSION: 324 TUNIS

COUNTRY: 515 TUNISIA

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: INTENSIFIER LES CONTACTS AVEC LES HAUTS RESPONSABLES DU MINISTERE DE L'AGRICULTURE EN VUE DE FAIRE VALOIR LA QUALITE CANADIENNE.

Results Expected: OBTENTION D'UN PERMIS D'IMPORTATION REGULIER
COMME C'EST LE CAS POUR D'AUTRES PAYS.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 324 TUNIS

Market: 515 TUNISIA

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	52.00M	\$ 50.00M	\$ 55.00M	\$ 40.00M
Canadian Exports \$	5.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	10.00%	0.00%	0.00%	0.00%

Major Competing Countries	Market Share
i) 112 FRANCE	040 %
ii) 507 SWEDEN	030 %
iii) 265 JAPAN	010 %
iv) 237 ITALY	010 %
v) 128 GERMANY WEST	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) SYSTEME DE TELEPHONIE RURALE	\$ 33.00 M
ii) RESEAU TELEPHONIQUE AVEC COMMUTATEURS-CLES EN MAIN	\$ 210.00 M
iii) TRANSMISSION DES DONNEES EN PAQUET	\$ 15.00 M
iv) GESTION DU SPECTRE	\$ 6.00 M
v) MIN DE DEFENCE POINTS A MULTI POINTS 1000 LIGNES	\$ 8.00 M

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

i) Project Name: CENTRALES TELEPHONIQUES DU RESEAU NATIONAL ET DES RESEAUX REGIONAUX

Approximate Value: \$ 75 M

Financing Source: 023 EDC 011 CIDA
012 DOM

For further info. please contact:
P. FURESZ, TUNIS, TLX 15324

Export and Investment Promotion Planning System

MISSION: 324 TUNIS

COUNTRY: 515 TUNISIA

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

ii) Project Name: TELEPHONIE RURALE

Approximate Value: \$ 35 M

Financing Source: 023 EDC 011 CIDA
012 DOM

For further info. please contact:

P. FURESZ, TUNIS, TLX 15324, P. JULIEN, DOC, 6139904218

iii) Project Name: RESEAU NATIONAL DE TRANSMISSION DES DON-
NEES(COMMUTATION PAR PAQUETS)-TUNIPAC

Approximate Value: \$ 12 M

Financing Source: 023 EDC 011 CIDA
012 DOM

For further info. please contact:

P. FURESZ, TUNIS, TLX 15324, P. JULIEN, DOC, 6139904218

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 moderate

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

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- high tariffs
- non-tariff protectionist measures which are difficult to overcome
- 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:
NECESSITE D'ETABLIR UNE PRESENCE LOCALE SOUS FORME DE PARTENARIAT ET TRANSFERT DE TECHNOLOGIE (EG ASSEMBLAGE ET/OU FABRICATION SUR PLACE).

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:

- use of Canadian Government export promotion activities
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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

Activity: EXPLORER POSSIBILITES DU RELANCEMENT DU PROJET DU RESEAU PRIVE DE TELECOMMUNICATIONS AVEC MINISTERE DE L'INTERIEUR.

Results Expected: OBTENIR INDICATION DEFINITIVE SUR LE SORT DE CE PROJET ET PERSPECTIVES POUR BCI.

Export and Investment Promotion Planning System

MISSION: 324 TUNIS

COUNTRY: 515 TUNISIA

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

Activity: PROMOTION D'UNE COOPERATION TECHNIQUE ENTRE LES MINISTERES CANADIEN ET TUNISIEN DE COMMUNICATIONS DANS LE DOMAINE DE LA GESTION DU SPECTRE.

Results Expected: ETABLISSEMENT D'UN PROGRAMME D'ASSISTANCE TECHNIQUE ENTRE LES 2 MINISTERES.

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: PROMOTION D'UN ACCORD TUNISO-CANADIEN DE COOPERATION SCIENTIFIQUE EN MATIERE DE TELECOMMUNICATIONS.

Results Expected: COMMENCER UN DIALOGUE ENTRE AFF. EXT. DOC ET GOVT. TUNISIEN SUR UN ACCORD POSSIBLE.

Activity: PROMOTION DES MANUFACTURIERS CANADIENS D'EQUIPEMENTS DE COMMUTATION AUPRES DES PTT TUNISIENNES.

Results Expected: SOUMISSIONS PAR AU MOINS UNE FIRME CANADIENNE POUR L'ETABLISSEMENT D'UNE SOCIETE MIXTE TUNISO-CANADIENNE POUR LE MONTAGE D'EQUIPEMENT.

Activity: INFORMER L'INDUSTRIE CANADIENNE DES PRINCIPAUX PROJETS EN TELECOMMUNICATIONS DANS LE CADRE DU NOUVEAU PLAN ECONOMIQUE.

Results Expected: SOUMISSION PAR AU MOINS DEUX SOCIETES CANADIENNES EN REponse AUX AOI.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 324 TUNIS

Market: 515 TUNISIA

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 055 BROADCASTING (INC CATV)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3.30M	\$ 1.50M	\$ 1.70M	\$ 2.30M
Canadian Exports \$	1.70M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	51.00%	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 112 FRANCE	045 %
ii) 128 GERMANY WEST	040 %
iii) 237 ITALY	005 %
iv) 616 OTHER COUNTRIES	010 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports
In Canadian \$

i) EMETTEURS TV	\$ 1.00 M
ii) ANTENNES D'ONDE COURTE	\$ 5.00 M
iii) SERVICE RESEAU CABLE TV	\$ 50.00 M

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

i) Project Name: REMPLACEMENT DES EMETTEURS DE TV AVEC
SYSTEME MICRO-ONDE.

Approximate Value: \$ 16 M

Financing Source: 023 EDC 011 CIDA
012 DOM

For further info. please contact:

P. FURESZ, TUNIS-TLX 15324, P. JULIEN, DOC 6139904218

ii) Project Name: EMETTEURS RADIO-SONOR DE GRANDE PUISSAN-
CE

Approximate Value: \$ 7.8 M

Financing Source: 023 EDC 011 CIDA
012 DOM

For further info. please contact:

P. FURESZ, TUNIS-TLX 15324, P. JULIEN, DOC 6139904218

Export and Investment Promotion Planning System

MISSION: 324 TUNIS

COUNTRY: 515 TUNISIA

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

iii) Project Name: ANTENNES D'ONDES COURTES (FILS ET EMETTEURS)

Approximate Value: \$ 16 M

Financing Source: 023 EDC 011 CIDA
012 DOM

For further info. please contact:

P. FURESZ, TUNIS-TLX 15324; P. JULIEN, DOC 6139904218

iv) Project Name: ASSISTER AU DEVELOPPEMENT ET INSTALLATION D'UN RESEAU CABLE POUR TV

Approximate Value: \$ 1.00 M

Financing Source: 011 CIDA 012 DOM

For further info. please contact:

P. FURESZ, TUNIS-TLX 15324; P. JULIEN, DOC (613)990-4218

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 moderate

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
- non-tariff protectionist measures which are difficult to overcome
- 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:

NECESSITE D'ETABLIR UNE PRESENCE LOCALE SOUS FORME DE PARTENARIAT ET TRANSFERT DE TECHNOLOGIE (ASSEMBLAGE ET/OU FABRICATION SUR PLACE).

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:

- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- the availability of competitive Canadian financing

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

Activity: ASSISTER CCC DANS LA FINALISATION DE LEUR CONTRAT (FINANCEMENT, FORMATION ETC..) AVEC LES PTT-RADIO-DIFFUSION.

Results Expected: OCTROI FINAL DU CONTRAT AVEC MISE EN PLACE DES INSTRUMENTS DE FINANCEMENTJ

Export and Investment Promotion Planning System

MISSION: 324 TUNIS

COUNTRY: 515 TUNISIA

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

Activity: ETABLIR CONTACT AVEC ARAB SPACE SCENE (GROUPE MANGO) AFIN DE PRESENTER COMPETENCE ET EXPERTISE CANADIENNES.

Results Expected: IDENTIFICATION D'AU MOINS UN PROJET CONJOINT AVEC LE CANADA EN TELEDIFFUSION PAR SATEL-LITE.

Activity: FAIRE PRESENTER SERVICES/EXPERTISES DE RADIO CANADA AUPRES DE HAUTS FONCTIONNAIRES DE LA TELEDIFFUSION.

Results Expected: ETABLIR UNE COOPERATION INSTITUTIONNELLE ENTRE LA RADIO CANADA ET LES PTT.

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: PROMOUVOIR EXPERTISE CANADIENNE EN GESTION DU RESEAU CABLE POUR TV AVEC SECTEUR PRIVE TUNISIEN.

Results Expected: ETABLISSEMENT D'UNE SOCIETE MIXTE DANS L'INDUSTRIE DES INSTALLATIONS CABLES TV.

Activity: PROMOUVOIR MANUFACTURIERS CANADIENS DES ANTENNES ET EMETTEURS RADIO/TV AUPRES DES PTT TUNISIENS.

Results Expected: SOUMISSION PAR AU MOINS UNE COMPAGNIE CANADIENNE EN REPONSE AUX AOI MENTIONNES CI-BAS.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 324 TUNIS

Market: 515 TUNISIA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 092 WOOD AND WOOD PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	35.00M	\$ 25.00M	\$ 30.00M	\$ 40.00M
Canadian Exports \$	5.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	14.00%	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 553 UNION OF SOVIET SOC REP	025 %
ii) 058 GURNSEY AND JERSEY	020 %
iii) 620 EUROPE	017 %
iv) 048 CHILE	015 %
v) 035 ROMANIA	012 %
vi) 599 YUGOSLAVIA	011 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are
good market prospects

Current Total Imports

	In Canadian \$
i) BOIS: DOUGLAS FIR 6000 CU. METRES	\$ 1.00 M
ii) BOIS A PACIFIC COAST HEMLOCK 20000 CU. METRES	\$ 4.00 M
iii) BOIS: SPF 10000 CU. METRES	\$ 2.00 M
iv) SAPIN-EPICEA, EPINETTE, PINUS RADIATA 68000 CU. METRE	\$ 10.00 M

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

- i) Project Name: PARTICIPATION A L'APPEL D'OFFRES ANNUEL
Approximate Value: \$ 30 M
Financing Source: 025 OTHER 012 DOM
For further info. please contact:
POSTE: LASSAAD BOURGUIBA, TLX 15324 DRIE/IRPI-

Export and Investment Promotion Planning System

MISSION: 324 TUNIS

COUNTRY: 515 TUNISIA

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate
- approval of technical standards can present problems in the case of some imported products

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

- other factor(s) described by the Trade Office as follows:
EXPORTATION DE BOIS ET DERIVES SE HEURTAIENT AU PROBLEME DE LA COMPENSATION QUE LES TUNISIENS EXIGEAIENT A CHAQUE LA COMPENSATION ADI NOS ANNULEE POTENTIEL EXISTE EN PLUS DU FINANCEMENT CANADIEN. A ETE ANNULEE LE 1 JAN 88.

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:

- No factors reported by mission

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

Activity: SENSIBILISATION DES UTILISATEURS PAR DIFFERENTS MOYENS: RENCONTRES , ENVOI DE BROCHURES....

Results Expected: RENDRE LES PRODUITS CANADIENS PLUS ET MIEUX CONNUS PAR LES UTILISATEURS.

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: POSTE COMPTE AVEC L'AIDE DE QUELQUES EXPORTATEURS ORGANISER UN SEMINAIRE (DEBUT 88) A L'INTENTION DES IMPORTATEURS SUR LA GAMME DES PRODUITS CDN AINSI QU'UNE EXPLICATION DETAILLEE SUR LES MODALITES DE NOTRE FINANCEMENT & PROTOCOLE DES PRODUITS DE BASE.

Results Expected: INTRODUCTION DE QUELQUES NOUVELLES VARIETES DE BOIS CDN DANS CAHIER DES CHARGES LORS DES ADI & PARTICIPATION PLUS PUSSEE DES FIRMES CDNNES.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 324 TUNIS

Market: 515 TUNISIA

Sector: 016 INDUSTRIAL MACHIN, PLANTS, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	300.00M	\$ 300.00M	\$ 360.00M	\$ 400.00M
Canadian Exports \$	20.00M	\$ 7.00M	\$ 6.00M	\$ 8.00M
Canadian Share of Import Market	6.60%	2.30%	1.50%	2.00%

Major Competing Countries

Market Share

i) 112 FRANCE	020 %
ii) 237 ITALY	018 %
iii) 128 GERMANY WEST	015 %
iv) 620 EUROPE	030 %
v) 616 OTHER COUNTRIES	012 %
vi) 515 TUNISIA	005 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

i) BARRAGES/ASSAINISSEMENT	In Canadian \$
ii) ENERGIE (MINES/PETROLE)	\$ 6.00 M
iii) AGRICULTURE	\$ 1.00 M
iv) COMMUNICATIONS	\$ 0.00 M

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

i) Project Name: AMENAGEMENT DE LA ZONE NORD DU LAC DE
TUNIS

Approximate Value: \$ 30 M

Financing Source: 023 EDC 012 DOM
025 OTHER

For further info. please contact:

P. FURESZ, TUNIS-TLX 15324 EXT/GAT, LANDY-6139908134

Export and Investment Promotion Planning System

MISSION: 324 TUNIS

COUNTRY: 515 TUNISIA

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

ii) Project Name: PROJET DE CADASTRE NATIONAL

Approximate Value: \$ 10 M

Financing Source: 001 IBRD

For further info. please contact:

P. FURESZ, TUNIS, TLX 15324

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:

- other factor(s) described by the Trade Office as follows:
FORTE CONCURRENCE EUROPEENNE ETABLIE DE LONGUE DATE. BALANCE COMMERCIALE BILATERALE FORTEMENT DEFICITAIRE POUR LA TUNISIE.

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
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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

Activity: ASSISTER LA SOCIETE SNC DANS LES DERNIERES PHASES DE L'OCTROI DU CONTRAT - BARRAGE BARBARA.

Results Expected: SIGNATURE DU CONTRAT

Activity: SECURISER AUPRES DES AUTORITES TUNISIENNES L'INCLUSION DES SERVICES DE SOGEC/IDEONIC LAVALIN DANS L'ENVELOPPE CANADIENNE, SANS AOI, POUR LE PROJET CHU BOURGUIBA.

Results Expected: FINALISATION DES NEGOTIATIONS ET OCTROI DU CONTRAT AU CANADA.

Export and Investment Promotion Planning System

MISSION: 324 TUNIS

COUNTRY: 515 TUNISIA

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

Activity: ASSISTER LA SOCIETE TRIAD ENGINEERING DANS SES NEGOTIATIONS POUR LE PROJET DE L'EXTENSION DE LA RAFFINERIE DE BIZERTE.

Results Expected: SELECTION DE TRIAD ET OCTROI DU CONTRAT.

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: PROMOUVOIR L'INDUSTRIE CANADIENNE SPECIALISEE DANS LA GESTION DES PROJETS POUR LE PROJET DE L'AMENAGEMENT DU LAC DE TUNIS.

Results Expected: SOUMISSION PAR AU MOINS UNE SOCIETE CANADIENNE.

Activity: PROMOUVOIR COMPETENCES CANADIENNES DANS SECTEUR PATE ET PAPIER AUPRES DES AUTORITES LOCALES (SNCPA).

Results Expected: SOUMISSION PAR AU MOINS UNE FIRME CANADIENNE POUR LE PROJET DE L'EXTENSION DE L'USINE PAPIER KRAFT A KASSERINE.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional Projects approved and planned for the coming fiscal year.		
Mission: 324 TUNIS		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
010 FAIRS		
FOIRE: SALON INTL DE LA PECHE & AGRIC. DE TUNISIE	SFAX	0988
020 MISSION OUTGOING		
MISSION POMMES DE TERRE	TUNIS	0988
MISSION GENERALE AGRICOLE	TUNIS	0588
Sector: 005 COMM. & INFORM. EQP. & SERV		
010 FAIRS		
FOIRE TUNISIE-TELECOM 88	TUNIS	1288
020 MISSION OUTGOING		
MISS. EQPTS/SRVCE TELECOMMUNICATIONS	TUNIS	1288
Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES		
024 MISSION INCOMING		
MISSION BOIS ET DERIVES	MONTREAL/VANCOUVER	0688

Type of Event	Location	Date
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Promotional projects proposed for the two following fiscal years.

Mission: 324 TUNIS

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

024 MISSION INCOMING		
MISSION AGRICOLE (EQUIPEMENTS/SERVICES)	MTL/TRNTO/EDMNTN	0589

Sector: 005 COMM. & INFORM. EQP. & SERV

024 MISSION INCOMING		
MISSION TELECOMMUNICATIONS (EQUIPEMENTS/SERVICES)	OTT/MTL/TRNTO/VNCVR	0989

Export and Investment Promotion Planning System

88/89 Trade and Economic Overview

Mission: 325 ABIDJAN

Country: 139 IVORY COAST

APRES AVOIR MONTRE UN REGAIN DE VIE EN 86 ET LAISSE EXPERER UNE NOUVELLE RELANCE POUR LES ANNEES FUTURES LA SITUATION ECONOMIQUE DE LA COTE D'IVOIRE (CI) S'EST DE NOUVEAU ASSOMBRIE EN 87 AVEC LA CHUTE DU COURS DES PRODUITS DE BASE A L'EXPORTATION. LA CI EST DONC EN NEGOCIATIONS POUR UN NOUVEAU REECHELONNEMENT DE SA DETTE ET AU NOUVEAU PRET D'AJUSTEMENT STRUCTUREL. COMME ON EN PREVOIT PAS UNE REMONTEE DES PRODUITS DE BASE A COURT TERME, LA SITUATION ECONOMIQUE DEMEURERA DIFFICILE AU COURS DE L'ANNEE 88-89. CEPENDANT REECHELONNEMENT PERMETTRA UNE RELACHE DE L'ETAU FINANCIER. LA CI POURRA DONC ENTAMER OU POURSUIVRE DES PROJETS PREVUS BIEN QUE A UNE DIMENSION REDUITE. NOS SECTEURS DE CONCENTRATION POUR LA PROCHAINE ANNEE MAINTIENDRONT EN PREMIERE PLACE LES COMMUNICATION ET L'INFORMATIQUE. NOTRE DEUXIEME SECTEUR DEMEURE LE DEVELOPPEMENT ENERGETIQUE. SUIVRA EN SUITE LE SECTEUR DES TRANSPORTS, SYSTEMES ET EQUIPEMENTS. GRACE A L'AIDE CANADIENNE NOUS PARTICIPONS A UN PROJET FERROVIAIRE A LA RAN. LE CANADA DEMEURE BIEN POSITIONNE/COMME QUATRIEME SECTEUR PRIORITAIRE. NOUS AVONS SELECTIONNE CELUI DES PECHEES, PRODUITS DE LA MER ET SERVICES CONNEXES. IL Y A EGALEMENT LE DOMAINE DE L'AQUACULTURE QUI SEMBLE VOULOIR SE DEVELOPPER. QUANT A L'ECONOMIE DES CINQ AUTRES PAYS DE NOTRE TERRITOIRE, ELLE EST PLUTOT PRECAIRE, CONTINUANT A NE JUSTIFIER DE NOTRE PART QU'UN ROLE REACTIF OU DES INTERVENTIONS PONCTUELLES. EN EFFET LES POSSIBILITES OFFERTES SE LIMITENT A PEU PRES UNIQUEMENT AU PROJETS FINANCES PAR LES ORGANISMES MULTILATERAUX OU A LA FOURNITURE DE SERVICES ET EQUIPEMENTS A TRAVERS LES LIGNES DE CREDIT DE L'ACDI.

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: AFRICA

Mission: 325 ABIDJAN

Market: 139 IVORY COAST

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

1. 005 COMM. & INFORM. EQP. & SERV

REASONS: 2E PLAN QUINQUENNAL DES COMMUNICATIONS SERA PRET EN DEC. '87 AVEC IMPORTANT BUDGET PLAN NATIONAL D'INFORMATIQUE ARRIVE A LA PHASE EXECUTION.

2. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: FIRME CANADIENNE IMPLIQUEE DANS LE PLAN NATIONAL D'ENERGIE CONSEILLER CANADIEN AFFECTE AUPRES DU MINITRE DE L'INDUSTRIE

3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: ETUDE SUR TRANSPORT NATIONAL EN CI SERA PRET EN JANVIER '88. ELLE PORTE A LA FOIS SUR LE TRANSPORT URBAIN ET INTERURBAIN ET COUVRE LES SECTEURS FERROVIAIRE, MARITIME, AERIEN ET ROUTIER.

4. 002 FISHERIES, SEA PRODUCTS & SERV.

REASONS: CI DOIT IMPORTER BEAUCOUP DE POISSON POUR SUFFIRE A SA CONSOMMATION. DE PLUS, ELLE CHERCHE A DEVELOPPER L'AGUACULTURE.

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

1. 007 POWER & ENERGY EQUIP. & SERV.
2. 009 FOREST PRODUCTS, EQUIP, SERVICES
3. 015 CONSTRUCTION INDUSTRY
4. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 325 ABIDJAN

Market: 139 IVORY COAST

Sector: 002 FISHERIES, SEA PRODUCTS & SERV.

Subsector: 021 FISH & SHELLFISH & OTHER PROD

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	75.00M	\$ 70.00M	\$ 70.00M	\$ 0.00M
Canadian Exports \$	0.10M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.10%	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 148 MAURITANIA	030 %
ii) 354 NETHERLANDS	029 %
iii) 553 UNION OF SOVIET SOC REP	019 %
iv) 397 SENEGAL	014 %
v) 616 OTHER COUNTRIES	008 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 0-1 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports
In Canadian \$
\$ 17.00 M

i) MAQUEREAUX FRAIS

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
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

Export and Investment Promotion Planning System

MISSION: 325 ABIDJAN

COUNTRY: 139 IVORY COAST

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:

- No factors reported by mission

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- product/service information from Canadian companies

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

Activity: COLLECTE D'INFORMATIONS SUR LES DISPOSITIONS MISES EN PLACE POR L'IMPORTATION DES POISSONS ET DIFFUSION AUPRES DES FOURNISSEURS CANADIENS.

Results Expected: VISITES A LA DIRECTION DES PECHEES

Activity: ATTENTE DES COMMENTAIRES D'OTTAWA SUR NOTRE RAPPORT SOUMIS CONCERNANT POTENTIEL IVOIRIEN

Results Expected: MISE EN CONTACT DES FOURNISSEURS CANADIENS IDENTIFIES AVEC LES IMPORTATEURS IVOIRIENS.

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: ETUDE DU MARCHE DES POISSONS

Results Expected: MISE A JOUR DES BESOINS, DES IMPORTATEURS-CLES ET DE LA CONCURRENCE ET SOUMISSION A OTTAWA.

Activity: ORGANIZATION DE MISSION DE 3 ACHETEURS DE POISSONS AU CANADA

Results Expected: PREMIERES VENTES DE POISSON CANADIEN EN CI AVANT LA FIN '88

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 325 ABIDJAN

Market: 139 IVORY COAST

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 053 TELECOMMUNICATIONS (INC SPACE)

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	100.00M	\$ 85.00M	\$ 80.00M	\$ 24.00M
Canadian Exports \$	1.80M	\$ 0.50M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	1.80%	0.50%	0.00%	0.00%

Major Competing Countries

Market Share

- i) 112 FRANCE 085 %
- ii) 616 OTHER COUNTRIES 015 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 3-5 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) EQUIPMENT POUR RESEAU	\$ 0.00 M
ii) STATION POUR TELEPHONIE RURALE	\$ 0.00 M
iii) RADIO-TELEPHONES	\$ 0.00 M

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

- i) Project Name: PROJET DE TELEPHONIE RURALE
Approximate Value: \$ M
Financing Source: 012 DDM
For further info. please contact:
LEO R. LEDUC/32.20.09 AMBASSADE DU CANADA.

- ii) Project Name: REHABILITATION DES RESEAUX URBAINS
Approximate Value: \$ 2 M
Financing Source: 002 IDA 012 DDM
For further info. please contact:
LEO R. LEDUC/32.20.09 AMBASSADE DU CANADA

Export and Investment Promotion Planning System

MISSION: 325 ABIDJAN

COUNTRY: 139 IVORY COAST

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
- non competitive financing from Canada
- 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:
FINANCEMENTS BILATERAUX EXIGEANT ACHAT D'EQUIPEMENTS DANS PAYS PRETEUR (FRANCE)

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
- support provided by the PEMD program
- use of Canadian Government export promotion activities
- use of provincial governments 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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- product/service information from Canadian companies

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

Activity: OBTENTION DU PLAN DIRECTEUR DES COMMUNICATIONS REVISE PAR LA DCGTX DISPONIBILITE FIN DECEMBRE '87.

Results Expected: IDENTIFICATION DE BESOINS EN EQUIPEMENT ET SERVICES POUR DIFFUSION AUPRES DES FOURNISSEURS CANADIENS.

Export and Investment Promotion Planning System

MISSION: 325 ABIDJAN

COUNTRY: 139 IVORY COAST

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

Activity: SUITE PARTICIPATION DE DECIDEURS IVOIRIENS A TELECOM 87.
RENCONTRE AVEC CEUX-CI POUR DETERMINER SUIVI A DONNER.

Results Expected: POSITIONNEMENT DE 2 FIRMES CANADIENNES EN VUE
D'APPELS D'OFFRES.

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: SUITE A LA DIFFUSION DU PLAN REVISE, INVITATION DES FIRMES
CANADIENNES A VISITER L'ONT ET LES P & T.

Results Expected: INSCRIPTION DE FIRMES COMME FOURNISSEURS ET
PROMOTION DE LEURS PRODUITS. NOMINATION
D'AGENTS LOCAUX.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 325 ABIDJAN

Market: 139 IVORY COAST

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 054 COMPUTERS, SOFTWARE & SYSTEMS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	8.50M	\$ 7.50M	\$ 5.00M	\$ 0.00M
Canadian Exports \$	0.50M	\$ 0.10M	\$ 0.05M	\$ 0.00M
Canadian Share of Import Market	5.80%	1.30%	1.00%	0.00%

Major Competing Countries

Market Share

i) 112 FRANCE	047 %
ii) 577 UNITED STATES OF AMERICA	024 %
iii) 237 ITALY	011 %
iv) 265 JAPAN	005 %
v) 051 UNITED KINGDOM	003 %
vi) 075 CANADA	002 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) LOGICIELS	\$ 0.00 M
ii) ACCESSOIRES ET SUPPORT POUR INFORMATIQUE	\$ 0.00 M
iii) EQUIPMENT POUR TRAITEMENT DE TEXTES	\$ 0.00 M

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

i) Project Name: INFORMATISATION SCOLAIRE NATIONALE
Approximate Value: \$ 80 M
Financing Source: 012 DOM
For further info. please contact:
AMBASSADE DU CANADA 32.20.09 L.R. LEDUC.

ii) Project Name: INFORMATISATION DU MINISTERE DU
DEVELOPPEMENT RURAL
Approximate Value: \$ M
Financing Source: 011 CIDA
For further info. please contact:
AMBASSADE DU CANADA 32.20.09 L.R. LEDUC.

Export and Investment Promotion Planning System

MISSION: 325 ABIDJAN

COUNTRY: 139 IVORY COAST

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
- non competitive financing from Canada
- 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

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
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- 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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- product/service information from Canadian companies

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

Activity: SUIVI DU PLAN D'INFORMATISATION SCOLAIRE NATIONALE DE CI

Results Expected: INDENTIFICATION DES BESOINS POUR DIFFUSION
AUPRES DE FOURNISSEURS CAN. DE LOGICIELS ET
SUPPORTS INFORMATIQUES

Activity: AVISER FIRMES CANADIENNES

Results Expected: GENERER INTERET DE 6-8 FOURNISSEURS CANADIENS

Export and Investment Promotion Planning System

MISSION: 325 ABIDJAN

COUNTRY: 139 IVORY COAST

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: ORGANISATION D'UNE MISSION DE PRODUCTEURS DE LOGICIELS ET DISTRIBUTEURS DE SUPPORTS INFORMATIQUES AUX JAI 02. 88-89

Results Expected: PARTICIPATION DE 4-5 FIRMES. PROMOTION ET VENTE DE LOGICIELS DANS LA SOUS-REGION.
CO-PRODUCTION DE LOGICIELS AVEC SPECIALISTES LOCAUX.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 325 ABIDJAN

Market: 139 IVORY COAST

Sector: 007 POWER & ENERGY EQUIP. & SERV.

Subsector: 071 HYDRO

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	120.00M	\$ 120.00M	\$ 113.00M	\$ 0.00M
Canadian Exports \$	2.00M	\$ 1.20M	\$ 0.60M	\$ 0.00M
Canadian Share of Import Market	1.60%	1.00%	0.50%	0.00%

Major Competing Countries

Market Share

- i) 112 FRANCE 080 %
- ii) 616 OTHER COUNTRIES 020 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports
In Canadian \$

- i) EQUIPMENT DISTRIBUTION \$ 0.00 M
- ii) EQUIPEMENT DE PRODUCTION \$ 0.00 M
- iii) EQUIPEMENT DE TRANSMISSION \$ 0.00 M

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

- i) Project Name: BARRAGE DE SOUBRE
Approximate Value: \$ 27.5 M
Financing Source: 001 IBRD 005 AFDB
008 KFAED
For further info. please contact:
AMBASSADE DU CANADA 32.20.09 L.R. LEDUC

- ii) Project Name: PROJET INTERCONNEXION BANAKO-SEGOU
(CONTRIBUTION CANADIENNE)
Approximate Value: \$ 10 M
Financing Source: 011 CIDA 015 IFAD
For further info. please contact:
AMBASSADE DU CANADA 32.20.09 L.R. LEDUC

Export and Investment Promotion Planning System

MISSION: 325 ABIDJAN

COUNTRY: 139 IVORY COAST

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
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:

INFLUENCE FRANCAISE

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
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories

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

Activity: PROJETS CENTRE -ARAGNEE (ELECTRIFICATION RURALE)

Results Expected: FOURNITURE D'EQUIPEMENTS CANADIENS

Activity: SIGNATURE DU PROTOCOLE D'ENTENTE POUR FOURNIR UNE FIRME CANADIENNE COMME CONSULTANT A LA DCGTX POUR LE PROGRAMME NATIONAL D'ENERGIE.

Results Expected: OBTENTION DE L'ETUDE PAR LAVALIN ET PARTICIPATION DE FIRMES CANADIENNES DANS DEVELOPPEMENTS FUTURS.

Export and Investment Promotion Planning System

MISSION: 325 ABIDJAN

COUNTRY: 139 IVORY COAST

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: AUGMENTER NOTRE PRESENCE AUPRES DE L'ECCI AFIN DE L'INFLUENCER A UTILISER DES PRODUITS CANADIENS.

Results Expected: IDENTIFICATION DE NOUVEAUX PROJETS DANS LE CADRE D'UNE EXTENSION DES RESEAUX EXISTANTS ET DANS L'UTILISATION DE SOURCE DE SUBSTITUTION D'ENERGIE.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 325 ABIDJAN

Market: 139 IVORY COAST

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 082 URBAN TRANSIT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	250.00M	\$ 250.00M	\$ 240.00M	\$ 0.00M
Canadian Exports \$	1.00M	\$ 0.50M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.40%	0.20%	0.00%	0.00%

Major Competing Countries

Market Share

i) 112 FRANCE	060 %
ii) 265 JAPAN	030 %
iii) 616 OTHER COUNTRIES	010 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 0-1 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are
good market prospects

Current Total Imports
In Canadian \$
\$ 0.00 M

i) SYSTEME (PIECES DE RECHANGE)

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

i) Project Name: TRANSPORT URBAIN DE BOUAKE

Approximate Value: \$ 15 M

Financing Source:

For further info. please contact:

L.R. LEDUC AMBASSADE DU CANADA 32. 20. 09

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

Export and Investment Promotion Planning System

MISSION: 325 ABIDJAN

COUNTRY: 139 IVORY COAST

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
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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

Activity: RELANCER LE PROJET DE TRANSPORT URBAIN A BOUAKE AVEC LES AUTORITES

Results Expected: OBTENIR UNE DECISION DEFINITIVE RE AVAL DE L'ETAT AU FINANCEMENT DU PROJET.

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: EVALUER LES BESOINS DE LA SOTRA ET DES AUTRES OPERATEURS POUR LES AUTOBUS.

Results Expected: OBTENIR AUTOBUS PAR LA SNVI

Export and Investment Promotion Planning System

MISSION: 325 ABIDJAN

COUNTRY: 139 IVORY COAST

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: EVALUER LES BESOINS EN CAMIONS DE TRANSPORT

Results Expected: SI LES CONCLUSIONS LE JUSTIFIENT OBTENIR DES
SOUSSMISSIONS DE DEUX FIRMES CANADIENNES

Activity: SUIVRE L'EVOLUTION DE L'ETUDE SUR LE TRANSPORT URBAIN D'ABIDJAN
PAR LA DCGTX QUI VA DEBUTER EN JANVIER '88.

Results Expected: TENTER D'OBTENIR LES RESULTATS PRELIMINAIRES
POUR ETE '88 RE LA POSSIBILITE D'UN SYSTEME
DE TRAMWAYS.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 325 ABIDJAN

Market: 139 IVORY COAST

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 084 RAIL

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	19.00M	\$ 19.00M	\$ 19.00M	\$ 36.00M
Canadian Exports \$	0.80M	\$ 0.80M	\$ 2.50M	\$ 0.00M
Canadian Share of Import Market	4.20%	4.20%	13.10%	0.00%

Major Competing Countries

Market Share

- | | |
|-------------------------|-------|
| i) 112 FRANCE | 070 % |
| ii) 616 OTHER COUNTRIES | 030 % |

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 1-3 \$M

Current status of Canadian exports:

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) PIECES DE RECHANGE/RAILS ETC.	\$ 0.80 M
ii) ASSISTANCE TECHNIQUE	\$ 0.20 M

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

- i) Project Name: ACHATS DE PIECES DE RECHANGE
Approximate Value: \$.8 M
Financing Source: 011 CIDA
For further info. please contact:
AMBASSADE DU CANADA L.R. LEDUC 32.20.09

- ii) Project Name: ASSISTANCE TECHNIQUE
Approximate Value: \$.2 M
Financing Source: 011 CIDA
For further info. please contact:
AMBASSADE DU CANADA L.R. LEDUC 32.20.09

Export and Investment Promotion Planning System

MISSION: 325 ABIDJAN

COUNTRY: 139 IVORY COAST

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:

- other factor(s) described by the Trade Office as follows:
LA DECISION DE PROCEDER A LA SCISSION ENTRE LA CI ET LE BURKINA FASO RETARDE LE DEVELOPPEMENT DE NOUVEAUX PROJETS ET D'AUTRES DEALIS SONT PREVUS A CAUSE DES NEGOTIATIONS QUI PIETINENT.

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
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the existence of a bilateral economic/trade arrangement between Canada and this country
- the availability of competitive Canadian financing

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

Activity: ASSISTANCE TECHNIQUE A LA REGIE ABIDJAN-NIGER (RAN) SOUS FORME DE CONTRACT D'ENTRETIEN DES LOCOMOTIVES ET GESTION PREVENTIONNELLE DE L'ENTRETIEN PAR LA CANAC.

Results Expected: INTENTION DE LA RAN D'ACHETER PIECES ET EQUIPEMENT DU CANADA.

Activity: SUIVI DU PROGRAMME INFORMATIQUE FOURNI PAR SECP

Results Expected: ATTRIBUTION D'UN CONTRACT D'INFORMATISATION A LA SECP.

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: SUIVI DE LA MISSION CANADIENNE A ABIDJAN DU 30 OCTOBRE AU 4 NOVEMBRE 1987.

Results Expected: RECEPTION DU RAPPORT DE MISSION DE DRIEOTT

Export and Investment Promotion Planning System

MISSION: 325 ABIDJAN

COUNTRY: 139 IVORY COAST

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: PROJET DE TRANSPORT URBAIN D'ABIDJAN, BASE SUR SYSTEME FERROVIAIRE, EN PREPARATION PAR VILLE D'ABIDJAN ET DCGTX

Results Expected: OBTENTION DES RESULTATS PRELEMINAIRES DE L'ETUDE PREVUE POUR '89. OBTENTION DU MONTANT DE FINANCEMENT QUI SERA ACCORDE PAR LA B.M. DANS LE CADRE DU 3E PRET URBAIN.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 325 ABIDJAN		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
024 MISSION INCOMING MISS. D'ACHETEURS IVOIRIENS A WESTERN FARM PROGRESS REGINA		0689
Sector: 002 FISHERIES, SEA PRODUCTS & SERV.		
024 MISSION INCOMING MISSION D'ACHETEURS DE POISSONS	HALIFAX/ST-JOHN	0489
Sector: 005 COMM. & INFORM. EQP. & SERV		
010 FAIRS MISSION DE PRODUCTEURS DE LOGICIELS AUX JAI	ABIDJAN	0290
024 MISSION INCOMING PARTICIPATION D'ACHETEURS IVOIRIENS DU SIM	MONTREAL	0589
MISSION D'ACHETEURS IVOIRIENS DE MAT DE TELECOM	MONTREAL	1090
MISSION D'ACHETEURS IVOIRIENS AU SIM	MONTREAL	0590
MISSION DE PRODUCTEURS DE LOGICIELS AUX JAI	ABIDJAN	0291
Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.		
020 MISSION OUTGOING MISSION DE PRODUCTEURS DE PAPIER	ABIDJAN/ CI	0489
MISSION DE TRANSPORT URBAIN	ABIDJAN	0391
024 MISSION INCOMING MISSION D'ACHETEURS IVOIRIENS AU CANADA		0589
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
024 MISSION INCOMING ACHETEURS DE LA CI A LA FOIRE PROSPECTORS & DEVEL. TORONTO		1189

RAPPORT: A15

88/89 Survol commercial et économique

Mission: 325 ABIDJAN

Pays: BANQUE AFRICAINE DE DEVELOPPEMENT (BAD)

La Banque Africaine de Développement demeure un secteur d'activité prioritaire et nous en avons fait un élément à part de notre planification. En effet nous y affectons 90% du temps d'un de nos officiers canadiens à cause du potentiel énorme qu'elle offre. A preuve, l'année 1986 a été témoin d'une croissance du volume d'affaires, i.e. décaissements, de 154% par rapport à 1985. Des prêts totalisant 2,158 millions de dollars ont été faits. Cette tendance sera poursuivie puisque la BAD vient de procéder à une augmentation de son capital de 200% pour les cinq prochaines années (1988-1992). De plus, nos récents succès commerciaux doivent nous inciter à continuer nos efforts. Ainsi dans le seul secteur des services, la valeur des contrats obtenus par nos firmes en 1986 correspond à une augmentation de 800% par rapport à l'an 1985. Nos efforts vont non seulement tenter de maintenir cette performance pour le prochain exercice annuel mais vont également porter plus d'attention sur l'aspect des entrepreneurs et des fournisseurs d'équipement afin d'augmenter les retombées commerciales qu'offre la BAD.

RAPPORT: A17 88/89 Profil de Secteur/Sous-Secteur
(Rapport de verification)

Mission: ABIDJAN

Pays: COTE D'IVOIRE (BANQUE AFRICAINE DE DEVELOPPEMENT)

Secteur: 001 AGRICULTURE

Sous-Secteur: 999 TOUS LES SOUS-SECTEURS

7.1 Donnees statistiques sur le secteur/ sous-secteur	Prochaine annee (Projections)	Annee actuelle (Estimations)	Annee precedente	Deux ans avant
Taille du marche	\$.00M	\$ 1145.97M	\$ 999.67M	\$ 712.14M
Exportations canadiennes	\$.00M	\$ N/A	\$ 11.00M	\$ N/A
Part canadienne du marche	00%	N/A	1.1%	N/A

7.2 Principaux pays concurrents Part du marche

i) 112 FRANCE	0.0%
ii) 128 R.F.A.	0.0%
iii) 237 ITALY	0.0%
iv) 051 UNITED KINGDOM	0.0%
v) 038 BELGIUM	0.0%
vi) 512 SWITZERLAND	0.0%

7.3 Potentiel d'exportations cumulatives de produits/
services cdiens pour 3 ans: 15 - 30

7.4 La situation actuelle des exportations
canadiennes dans ce territoire est: LIMITEES, MAIS EN CROISSANCE

7.5 Enumeration des Produits/Services ayant de bonnes
perspectives de commercialisation:

i) CONSULTING SERVICES	\$.00 M
ii) SMALL-SCALE IRRIGATION	\$.00 M
iii) CASH-CROP DEVELOPMENT	\$.00 M
iv) SMALL-SCALE FISHERIES	\$.00 M
v) CASH-CROP REHABILITATION	\$.00 M
vi) LIVESTOCK DEVELOPMENT	\$. M
vii) FOOD PROCESSING	\$. M
viii) INSTITUTIONAL REINFORCEMENT	\$. M
ix)	\$. M
x)	\$. M

7.6 Facteurs influant sur le rendement du Canada a l'exportation.

- i. Les restrictions a l'importation presentent un grave probleme: NON
- ii. Les exportations de prod./serv. sont soumises a des
controles canadiens: NON
- iii. Degre de protection apporte par les droits d'importation
a l'industrie locale: FAIBLE
- iv. L'approbation des normes techniques pour les produits
importes constitue un probleme: NON

v. Raisons du rendement des exportations

canadiennes inferieur a ce qu'il devrait etre:

- a) Manque d'interet pour le marche de la part des exportateurs canadiens: OUI
- b) Prix non concurrentiels: OUI
- c) Financement concurrentiel de la part du Canada
- d) Les produits canadiens ne conviennent pas au marche
- e) Capacites sectorielles limitees au Canada
- f) Probleme d'adaptation des techniques de marketing au marche: OUI
- g) Tarifs douaniers eleves:
- h) Mesures protectionnistes non tarifaires, difficiles a surmonter:
- i) Manque de credits au Canada:
- j) Perspectives de marche relativement nouvelles et pas encore bien explorees: OUI
- k) Autre:

vi. Les raisons attribuees aux succes des exportateurs canadiens au cours des cinq dernieres annees malgre une importante concurrence internationale sont:

- a) Marketing dynamique de la part des exportateurs canadiens: OUI
- b) Appui du PDME:
- c) Foires Commerciales:
- d) Missions Commerciales:
- e) Encouragement a l'exportation de la part du gouvernement Canadien: OUI
- f) Encouragement a l'exportation de la part des gouvernement provinciaux:
- g) Programmes de l'ACDI:
- h) Prix concurrentiels.
- i) Le Canada est l'une des rares sources importantes d'approvisionnement international dans ce secteur/sous-secteur

MISSION:

PAYS:

j) Forte capacite sectorielle au Canada:

k) Arrangements economiques/commerciaux bilateraux:

l) Financement concurrentiel au Canada:

vii. Une etude de marche detaillee ameliorerait votre capacite de servir votre clientele:

NON

viii. a) Les outils d'approvisionnement dont vous disposez actuellement conviennent a vos activites de promotion:

OUI

b) Dans la negative, la cause du probleme est:

i. Renseignements insuffisants dans les repertoires disponibles:

ii. Difficultee d'obtention d'une aide efficace de la part des ministeres federaux ou provinciaux Canadiens:

iii. Difficulte d'obtenir des renseignements sur les produits/services aupres des compagnies:

7.7 Importantes activites (autres que foires et missions) a terminer:

i)

Resultats attendus

ii)

Resultats attendus

iii)

Resultats attendus

MISSION:

PAYS:

7.8 Nouvelles activites importantes (autres que foires et missions) prevues:

i)

Resultats attendus

ii)

Resultats attendus

iii)

Resultats attendus

7.9 Projets ou parties de projets importants non engages dans lesquels les fournisseurs canadiens pourraient etre concurrentiels:

i) Nom

Valeur Approximative \$ M
Source de Financement:

Contacts pour de plus amples renseignements:

ii) Nom

Valeur Approximative \$ M
Source de Financement:

Contacts pour de plus amples renseignements:

MISSION:

PAYS:

7.9 (suite)....

iii) Nom

Valeur Approximative \$ M

Source de Financement:

Contacts pour de plus amples renseignements:

iv) Nom

Valeur Approximative \$ M

Source de Financement:

Contacts pour de plus amples renseignements:

Programme de promotion des Exportations et Investissements

RAPPORT: A17 88/89 Profil de Secteur/Sous-Secteur
(Rapport de verification)

Mission: 325 ABIDJAN

Pays: COTE D'IVOIRE (BANQUE AFRICAINE DE DEVELOPPEMENT)

Secteur: 008 TRANSPORTATION

Sous-Secteur: 999 TOUS LES SOUS-SECTEURS

7.1 Donnees statistiques sur le secteur/ sous-secteur	Prochaine annee (Projections)	Annee actuelle (Estimations)	Annee precedente	Deux ans avant
Taille du marche	\$.00M	\$ 614.50M	\$ 218.40M	\$ 517.10
Exportations canadiennes	\$.00M	\$.00M	\$.00M	\$.00M
Part canadienne du marche	00%	.00%	.0%	.0%

7.2 Principaux pays concurrents Part du marche

i) 112 FRANCE	16.62 %
ii) 128 R.F.A.	11.92 %
iii) 237 ITALY	7.43 %
iv) 051 UNITED KINGDOM	6.27 %
v) 038 BELGIUM	3.56 %
512 SWITZERLAND	3.11 %

7.3 Potentiel d'exportations cumulatives de produits/
services cadiens pour 3 ans: 5 - 15 M\$

7.4 La situation actuelle des exportations
canadiennes dans ce territoire est: LIMITEES, MAIS EN CROISSANCE

7.5 Enumeration des Produits/Services ayant de bonnes
perspectives de commercialisation:

i) PROJECT MGMT	\$	M
ii) CONSULTING SERVICES	\$	M
iii) RURAL ROADS REHABILITATION	\$	M
iv) RAILWAYS REHABILITATION	\$	M
v) RURAL ROADS MAINTENANCE	\$	M
vi) INSTITUTIONAL REINFORCEMENT	\$	M
vii) ROADS CONSTRUCTION	\$	M
viii) RAILWAYS CONSTRUCTION	\$	M
ix)	\$	M
x)	\$	M

7.6 Facteurs influant sur le rendement du Canada a l'exportation.

- i. Les restrictions a l'importation presentent un grave probleme:
- ii. Les exportations de prod./serv. sont soumises a des controles canadiens:
- iii. Degre de protection apporte par les droits d'importation a l'industrie locale:
- iv. L'approbation des normes techniques pour les produits importes constitue un probleme:

RAPPORT: A17 88/89 Profil de Secteur/Sous-Secteur
(Rapport de verification)

Mission: 325 ABIDJAN

Pays: COTE D'IVOIRE (BANQUE AFRICAINE DE DEVELOPPEMENT)

Secteur: 017 PUBLIC UTILITIES

Sous-Secteur: 999 TOUS LES SOUS-SECTEURS

7.1 Donnees statistiques sur le secteur/ sous-secteur	Prochaine annee (Projections)	Annee actuelle (Estimations)	Annee precedente	Deux ans avant
Taille du marche	\$.00M	\$ 873.40M	\$ 754.24M	\$ 371.50M
Exportations canadiennes	\$.00M	\$.00M	\$ 3.82M	.00M
Part canadienne du marche	00%	.00%	0.51%	.0%

7.2 Principaux pays concurrents Part du marche

i) 112 ITALY	%
ii) 128 R.F.A.	%
iii) 237 ITALY	%
iv) 051 UNITED KINGDOM	%
v) 038 BELGIUM	%
512 SWITZERLAND	

7.3 Potentiel d'exportations cumulatives de produits/
services canadiens pour 3 ans: 5 - 15 M \$

7.4 La situation actuelle des exportations
canadiennes dans ce territoire est: LIMITEES, MAIS EN CROISSANCE

7.5 Enumeration des Produits/Services ayant de bonnes
perspectives de commercialisation:

i) CONSULTING	\$.00 M
ii) PROJECT MGMT	\$.00 M
iii) RURAL WATER SUPPLY	\$.00 M
iv) SANITARY-SEWAGE	\$.00 M
v) TELECOMMUNICATION	\$.00 M
vi) URBAN WATER	\$. M
vii) INSTITUTIONAL REINFORCEMENT	\$. M
viii)	\$. M
ix)	\$. M
x)	\$. M

7.6 Facteurs influant sur le rendement du Canada a l'exportation.

- i. Les restrictions a l'importation presentent un grave probleme:
- ii. Les exportations de prod./serv. sont soumises a des controles canadiens:
- iii. Degre de protection apporte par les droits d'importation a l'industrie locale:
- iv. L'approbation des normes techniques pour les produits importes constitue un probleme:

Export and Investment Promotion Planning System

88/89 Trade and Economic Overview

Mission: 326 ALGIERS

Country: 109 ALGERIA

APRES PLUS D'UN AN D'HESITATIONS RELEVANT DE LA CRISE PETROLIERE, L'ALGERIE DEPUIS LE PRINTEMPS '87 A RETROUVE UNE CERTAINE ASSURANCE EN ELLE-MEME EN AJUSTANT SON ECONOMIE AUX REALITES DE SES RENTRES EN DEVISES CELLE CI DEPENDANT A CONCURRENCE DE 97% DE L'EXPORTATION DES HYDROCARBURES. ACTUELLEMENT, LES ALGERIENS SEMBLENT TABLER SUR UNE STABILITE DU BARIL A \$18 SUR LES ANNEES A VENIR, ET ILS ONT REDEFINI EN CONSEQUENCE LEUR PROGRAMME A MOYEN TERME D'IMPORTATIONS. PARALLELEMENT A CE REAMENAGEMENT FINANCIER VERS LE REALISME, ILS ONT DEFINI DES POLITIQUES DE RATIONALISATION ECONOMIQUE, C'EST-A-DIRE DU "COMPTER SUR SOI", VISANT LA REDUCTION A LONG TERME DES IMPORTATIONS ET LA VALORISATION DE LA PRODUCTION NATIONALE PAR L'IMPORTATION DE TECHNOLOGIE POUR SOUTENIR LA CROISSANCE DE LA PRODUCTIVITE & LE DEVELOPPEMENT DES RESSOURCES ACTUELLEMENT SOUS-DEVELOPPEES DU PAYS. DONC REDUCTION A LONG TERME DES IMPORTATIONS A DES NIVEAUX PLUS REALISTES, FINIS LES MEGA-PROJETS (POUR LES CREANCIERS DE L'ALGERIE UNE POLITIQUE TRES LOUABLE), ET REFORTE DES PROJETS D'INVESTISSEMENT POUR ASSURER UNE PLUS GRANDE INTEGRATION DES CAPACITES DOMESTIQUES EXISTANTES ET LE DEVELOPPEMENT DE NOUVELLES CAPACITES AVEC LE PARTENAIRE ETRANGER. C'EST DANS CETTE OPTIQUE QUE NOUS AVONS CETTE ANNEE REDEFINI AINSI NOS PROPRES PRIORITES POUR LA PROMOTION COMMERCIALE. UN DES ELEMENTS IMPORTANTS A SIGNALER D'ABORD EST LA FORTE REPRISE DEPUIS QUELQUE MOIS DES ACTIVITES COMMERCIALES POUR NOS SOCIETES CDN ET, PAR CONSEQUENT, POUR NOS PROPRES ACTIVITES. LE "PIPELINE" CDN DE PROJETS EST EN TRAIN DE CROITRE RAPIDEMENT APRES PLUS D'UN AN DE CALME RELATIF, ET LE MOUVEMENT DES HOMMES D'AFFAIRES EN POURSUITE D'AFFAIRES SERIEUSES EST DE NOUVEAU EN FORTE PROGRESSION (APPELS D'OFFRES SIGNALES & POURSUIVIS, VISITES & CONVOCATIONS POUR NEGOCIATIONS, MISSIONS PROVINCIALES REUSSIES, DISCUSSIONS SECTORIELLES BILATERALES COMME DANS L'AVIATION CIVILE, REPRISE DU DOSSIER LOCOS, ACTIVITES DANS LES SECTEURS TELECOMS, MINIER ET PETROLE-GAZ, ETC). CETTE RECRUESCENCE DES ACTIVITES COMMERCIALES POUR LE CANADA EN ALGERIE S'EXPLIQUE, OUTRE LA REMISE EN MOTION DU PLAN ALGERIEN DES INVESTISSEMENTS, PAR PLUSIEURS FACTEURS ET CONVERGENCES: -LA CAPACITE DES CDN DE TRAVAILLER EN FRANCAIS A UN MOMENT OU L'ALGERIE CHERCHE A SE DISTANCER D'UNE TROP GRANDE DEPENDANCE SUR LA FRANCE; LA FORTE BAISSSE DU DOLLAR CANADIEN-PLUS DE 50% DEPUIS 2 ANS-VIS-A-VIS NOS CONCURRENTS EUROPEENS ET JAPONAIS; L'INSTRUMENT DE PROMOTION COMMERCIALE QUE NOUS EMPLOYONS ET QUI REpond TRES BIEN A LA STRUCTURE ECONOMIQUE & A LA MENTALITE ALGERIENNES, VOIRE LE SEMINAIRE TECHNIQUE AVEC ENCADREMENT OFFICIEL DES DEUX COTES; L'ENCADREMENT FINANCIER ET LE PROGRAMME DE COOPERATION INDUSTRIELLE OFFERTS PAR LE GOUVERNEMENT CANADIEN.

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: AFRICA

Mission: 326 ALGIERS

Market: 109 ALGERIA

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

1. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: AGRICULTURE EST DEVENUE UN SECTEUR STRATEGIQUE ALG. DEPUIS 2 ANS ET L'ALG. S'INTERESSE BEAUCOUP A CE QUE LE CDA PEUT OFFRIR DE PLUS, SURTOUT SUITE A LA VISITE DU MINISTRE ALGERIEN D'AGRICULTURE EN OCT/87.

2. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: TRANSPORTS EST UN SECTEUR STRATEGIQUE ALGERIEN ET NOUS AVONS DONNE PRIORITE AUX SOUS-SECTEURS AVIATION ET FERROVIAIRE SUR L'ANNEE A VENIR

3. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: PETROLE & GAZ/HYDRO-FORAGES: LES ALGERIENS ONT FAIT PLUSIEURS MISSION EXPLORATOIRES AU CANADA DEPUIS 1 AN ET ONT DECOUVERT UN RICHE TERRAIN A PROSPECTER POUR LEURS BESOINS.

4. 005 COMM. & INFORM. EQP. & SERV

REASONS: COMMUNICATIONS: 1) TELECOMS EST UN SECTEUR TRES ACTIF POUR LE CDA EN ALGERIE OU LES CONTACTS SONT EXCELLENTS; 2) INFORMATIQUE EST UNE NOUVELLE PRIORITE EN ALGERIE.

5. 010 MINE, METAL, MINERAL PROD & SRV

REASONS: MINIER - IL Y A ACTUELLEMENT UN GRAND INTERET EN ALGERIE A VALORISER LES RESSOURCES NATURELLES HORS HYDROCARBURES ET MODERNISER LES INSTALLATIONS EXISTENTES.

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

1. 003 GRAINS AND OILSEEDS
2. 001 AGRI & FOOD PRODUCTS & SERVICE
3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
4. 010 MINE, METAL, MINERAL PROD & SRV
5. 005 COMM. & INFORM. EQP. & SERV

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 326 ALGIERS

Market: 109 ALGERIA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1200.00M	\$ 1145.00M	\$ 922.00M	\$ 1083.00M
Canadian Exports \$	40.00M	\$ 30.00M	\$ 55.00M	\$ 97.00M
Canadian Share of Import Market	3.00%	3.00%	6.00%	9.00%

Major Competing Countries

Market Share

i) 112 FRANCE	030 %
ii) 577 UNITED STATES OF AMERICA	025 %
iii) 354 NETHERLANDS	020 %
iv) 051 UNITED KINGDOM	013 %
v) 128 GERMANY WEST	010 %
vi) 512 SWITZERLAND	002 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) AFIN DE MAINTENIR NOTRE COMPETITIVITE	\$ 0.00 M
ii) SUR UN MARCHÉ DES PLUS CONCURRENTIELS	\$ 0.00 M
iii) LES SOCIÉTÉS CANADIENNES ET LES AGENCES	\$ 0.00 M
iv) ORGANISMES GOUVERNEMENTAUX INTERESSES PAR	\$ 0.00 M
v) LES PERSPECTIVES DE COMMERCIALISATION	\$ 0.00 M
vi) DANS CE SECTEUR/SOUS-SECTEUR SONT PRIES	\$ 0.00 M
vii) DE COMMUNIQUER DIRECTEMENT AVEC LE POSTE	\$ 0.00 M

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

i) Project Name: PROJECTS D'IRRIGATION

Approximate Value: \$ 140.0 M

Financing Source: 005 AFDB

For further info. please contact:

D. KANE, AMB ALGER, TEL: (2)60-66-11, TLX: 66043

Export and Investment Promotion Planning System

MISSION: 326 ALGIERS

COUNTRY: 109 ALGERIA

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

ii) Project Name: PROJECTS D'IRRIGATION

Approximate Value: \$ 120.0 M

Financing Source: 002 IDA

For further info. please contact:

D. KANE, AMB ALGER, TEL: (2)60-66-11, TLX: 66043

iii) Project Name: SELON SORTIE DES APPELS D'OFFRES
INTERNATIONAUX

Approximate Value: \$ M

Financing Source:

For further info. please contact:

D. KANE, AMB ALGER, TEL: (2)60-66-11, TLX: 66043

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

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be moderate
- approval of technical standards can present problems in the case of some imported products

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
- non competitive financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:

LE CANADA FAIT FACE A LA COMPETITION DIRECTEMENT SUBVENTIONNEE PAR LES PAYS (I.E. U.S.A.) ET AVEC LES LIGNES DE CREDIT POUR LES BIENS DE CONSOMMATION.

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
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada

Export and Investment Promotion Planning System

MISSION: 326 ALGIERS COUNTRY: 109 ALGERIA

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

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

Activity: CONTINUER LES CONSULTATIONS DE CCC ET CCL AVEC LES ORGANISMES D'ETAT ALGERIENS.

Results Expected: MAINTENIR NOS MARCHES.

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: PARTICIPATION A LA FOIRE AGRICOLE INTERNATIONALE EN SEPT/OCT. '88

Results Expected: ACCROISSEMENT DE NOTRE PART DU MARCHE

Activity: SEMINAIRES TECHNIQUES DURANT LA FOIRE

Results Expected: FAIRE CONNAITRE LES PRODUITS ET LES SERVICES CANADIENS AINSI QUE LE FINANCEMENT CANADIEN

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 326 ALGIERS

Market: 109 ALGERIA

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	500.00M	\$ 500.00M	\$ 500.00M	\$ 500.00M
Canadian Exports \$	15.00M	\$ 10.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	3.00%	2.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 265 JAPAN	022 %
ii) 577 UNITED STATES OF AMERICA	020 %
iii) 507 SWEDEN	020 %
iv) 128 GERMANY WEST	013 %
v) 075 CANADA	002 %
vi) 112 FRANCE	001 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) AFIN DE MAINTENIR NOTRE COMPETITIVITE	\$ 0.00 M
ii) SUR UN MARCHE DES PLUS CONCURRENTIELS	\$ 0.00 M
iii) LES SOCIETES CANADIENNES ET LES AGENCES	\$ 0.00 M
iv) ORGANISMES GOUVERNEMENTAUX INTERESSES PAR	\$ 0.00 M
v) LES PERSPECTIVES DE COMMERCIALISATION	\$ 0.00 M
vi) DANS CE SECTEUR/SOUS-SECTEUR SONT PRIES	\$ 0.00 M
vii) DE COMMUNIQUER DIRECTEMENT AVEC LE POSTE.	\$ 0.00 M

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

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be low

Export and Investment Promotion Planning System

MISSION: 326 ALGIERS

COUNTRY: 109 ALGERIA

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

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
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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: VISITE MINISTERIELLE ALGERIENNE AU CANADA

Results Expected: MEILLEURE CONNAISSANCE DES DISPOSITIONS CANADIENNES

Activity: CONVENTION DE COOPERATION DOC/MPTA

Results Expected: PLUSIEURS PROJETS EN COMMUN

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: JOURNEES TECHNIQUES ET VISITE DE REPRESENTANTS GOUVERNEMENTAUX DU CANADA.

Results Expected: FAMILIARISATION CAPACITES CANADIENNES/BESOINS ALGERIENS - CLIMAT DE CONFIANCE - PLAN D'ACTION.

Activity: SUIVI DE CONTRATS IMPORTANTS

Results Expected: SIGNATURE DE CONTRATS IMPORTANTS

Export and Investment Promotion Planning System

MISSION: 326 ALGIERS

COUNTRY: 109 ALGERIA

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: VISITE AU CANADA DES PRENEURS DE DECISION ALGERIENS

Results Expected: MAINTENIR ELAN DANS CE DOMAINE - NEGOCIATION DE CONTRATS - SIGNATURE DE CONTRATS

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 326 ALGIERS

Market: 109 ALGERIA

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 085 AEROSPACE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	300.00M	\$ 280.00M	\$ 250.00M	\$ 300.00M
Canadian Exports \$	30.00M	\$ 10.00M	\$ 5.00M	\$ 5.00M
Canadian Share of Import Market	10.00%	3.40%	2.00%	1.70%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	030 %
ii) 112 FRANCE	030 %
iii) 609 EUROPEAN COMMON MARKET C	030 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) AFIN DE MAINTENIR NOTRE COMPETITIVITE	\$ 0.00 M
ii) SUR UN MARCHÉ DES PLUS CONCURRENTIELS	\$ 0.00 M
iii) LES SOCIÉTÉS CANADIENNES ET LES AGENCES	\$ 0.00 M
iv) ORGANISMES GOUVERNEMENTAUX INTERESSES PAR	\$ 0.00 M
v) LES PERSPECTIVES DE COMMERCIALISATION	\$ 0.00 M
vi) DANS CE SECTEUR/SOUS-SECTEUR SONT PRIES	\$ 0.00 M
vii) DE COMMUNIQUER DIRECTEMENT AVEC LE POSTE.	\$ 0.00 M

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

i) Project Name: SELON SORTIE DES APPELS D'OFFRES INTERNATIONAUX

Approximate Value: \$ M

Financing Source:

For further info. please contact:

J. DESJARDINS, AMB ALGER, TEL: (2)60-66-11, TLX: 66043

Export and Investment Promotion Planning System

MISSION: 326 ALGIERS

COUNTRY: 109 ALGERIA

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

- exports of certain products or services to this country are subject to Canadian export controls
- 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
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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: SUIVI DES JOURNEES TECHNIQUES DE GHARDAIA

Results Expected: CONTRATS COMMERCIAUX - COOPERATION ACCRUE

Activity: SUIVI: VISITE AU CANADA DE REPRESENTANTS ALGERIENS DANS LE DOMAINE DE L'AVIATION CIVILE.

Results Expected: FAMILIARISATION AVEC CAPACITES CAN.-ETABLISSEMENT D'UN PLAN D'ACTION POUR LA COOP. CANADO-ALGERIENNE-FAMILIARISATION AVEC BESOINS ALGERIENS.

Export and Investment Promotion Planning System

MISSION: 326 ALGIERS

COUNTRY: 109 ALGERIA

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: VISITE EN ALGERIE DE SPECIALISTES GOUVERNEMENTAUX/PRIVES CANADIENS.

Results Expected: FAMILIARISATION AVEC CONTEXTE ET BESOINS ALGERIENS. - ETABLISSEMENT D'UN CLIMAT DE CONFIANCE.

Activity: VISITE AU CANADA DES PRENEURS DE DECISIONS ALGERIENS (MINISTERE DES TRANSPORTS ET ENTREPRISES NATIONALES).

Results Expected: FAMILIARISATION AVEC CAPACITES CAN. - FAMILIARISATION AVEC BESOINS ALGER. - PREPARATION DE SOUMISSIONS CANADIENNES.

Activity: DEMONSTRATIONS DE PRODUITS CANADIENS EN ALGERIE ET FOURNITURE D'ECHANTILLONS A TITRE GRATUIT.

Results Expected: FAMILIARISATION AVEC PRODUITS CAN. - ETABLISSEMENT D'UN CLIMAT DE CONFIANCE - VENTES EVENTUELLES.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 326 ALGIERS

Market: 109 ALGERIA

Sector: 010 MINE, METAL, MINERAL PROD & SRV

Subsector: 106 EQUIPMENT AND MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	50.00M	\$ 30.00M	\$ 50.00M	\$ 100.00M
Canadian Exports \$	10.00M	\$ 7.00M	\$ 7.00M	\$ 7.00M
Canadian Share of Import Market	20.00%	23.00%	14.00%	7.00%

Major Competing Countries

Market Share

i) 609 EUROPEAN COMMON MARKET C	045 %
ii) 607 COMECON	025 %
iii) 265 JAPAN	020 %
iv) 047 BRAZIL	008 %
v) 206 INDIA	002 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports In Canadian \$

i) AFIN DE MAINTENIR NOTRE COMPETITIVITE	\$ 0.00 M
ii) SUR UN MARCHE DES PLUS CONCURRENTIELS	\$ 0.00 M
iii) LES SOCIETES CANADIENNES ET LES AGENCES	\$ 0.00 M
iv) ORGANISMES GOUVERNEMENTAUX INTERESSES PAR	\$ 0.00 M
v) LES PERSPECTIVES DE COMMERCIALISATION	\$ 0.00 M
vi) DANS CE SECTEUR/SOUS-SECTEUR SONT PRIES	\$ 0.00 M
vii) DE COMMUNIQUER DIRECTEMENT AVEC LE POSTE.	\$ 0.00 M

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

i) Project Name: SELON SORTIE DES APPELS D'OFFRES INTERNATIONAUX

Approximate Value: \$ M

Financing Source:

For further info. please contact:

D. KANE, AMB ALGER, TEL: (2)60-66-11, TLX: 66043

Export and Investment Promotion Planning System

MISSION: 326 ALGIERS

COUNTRY: 109 ALGERIA

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 moderate

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
- 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

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
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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: SUIVI - MISSION DE L'ALBERTA

Results Expected: CONTINUER A FAIRE CONNAITRE LES SOCIETES ET EXPERTS CANADIENS DANS LE DOMAINE

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: MISSION OFFICIELLE PAR LE GOUVERNEMENT FEDERAL OU DE L'ALBERTA

Results Expected: OBTENIR CONTRATS D'EXPLOITATION DANS LES DOMAINES PLOMB, ZINC OU OR

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 326 ALGIERS

Market: 109 ALGERIA

Sector: 011 OIL & GAS EQUIPMENT, SERVICES

Subsector: 116 MACHINERY AND EQUIPMENT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	150.00M	\$ 200.00M	\$ 250.00M	\$ 500.00M
Canadian Exports \$	30.00M	\$ 15.00M	\$ 5.00M	\$ 3.00M
Canadian Share of Import Market	20.00%	7.50%	2.00%	0.60%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	030 %
ii) 112 FRANCE	025 %
iii) 265 JAPAN	020 %
iv) 237 ITALY	020 %
v) 499 SPAIN	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) AFIN DE MAINTENIR NOTRE COMPETITIVITE	\$ 0.00 M
ii) SUR UN MARCHÉ DES PLUS CONCURRENTIELS	\$ 0.00 M
iii) LES SOCIÉTÉS CANADIENNES ET LES AGENCES	\$ 0.00 M
iv) ORGANISMES GOUVERNEMENTAUX INTERESSES PAR	\$ 0.00 M
v) LES PERSPECTIVES DE COMMERCIALISATION	\$ 0.00 M
vi) DANS CE SECTEUR/SOUS-SECTEUR SONT PRIES	\$ 0.00 M
vii) DE COMMUNIQUER DIRECTEMENT AVEC LE POSTE.	\$ 0.00 M

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

i) Project Name: SELON SORTIE DES APPELS D'OFFRES INTERNATIONAUX

Approximate Value: \$ M

Financing Source:

For further info. please contact:

D. KANE, AMB ALGER, TEL: (2)60-66-11, TLX: 66043

Export and Investment Promotion Planning System

MISSION: 326 ALGIERS

COUNTRY: 109 ALGERIA

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 moderate

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
- 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:
BIEN QUE NON ESSENTIELS, LA CONNAISSANCE ET L'USAGE DU FRANCAIS SONT RECOMMANDES.

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
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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: SUIVI - MISSION DE L'ALBERTA

Results Expected: VISITES REGULIERES DES SOC. IMPLIQUEES-FAMILIARISATION/CLIMAT DE CONFIANCE - VENTES EVENTUELLES.

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: CAMPAGNE DE FAMILIARISATION AVEC CAPACITES ET PRODUITS CANADIENS

Results Expected: PLUS DE SOUMISSIONS DE SOCIETES CAN. SUITE AUX A. O. I. - RECOURS AUX SOCIETES CANADIENNES LORS DE SOUMISSIONS.

Export and Investment Promotion Planning System

MISSION: 326 ALGIERS

COUNTRY: 109 ALGERIA

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: VISITES AU CANADA DES PRENEURS DE DECISION ALGERIENS

Results Expected: FAMILIARISATION/ETABLISSEMENT D'UN CLIMAT DE
CONFIANCE - NEGOCIATIONS DE CONTRATS.

Activity: PROMOTION DES BESOINS ALGERIENS AUPRES DES SOCIETES CANADIENNES

Results Expected: SOUMISSIONS CANADIENNES. - CONTRATS EVENTUELS

Export and Investment Promotion Planning System

88/89 Trade and Economic Overview

Mission: 327 RABAT

Country: 115 MOROCCO

LE MARCO EST EN VOIE DE DEVENIR LE 1ER CLIENT DU CDA EN AFRIQUE. CETTE SITUATION DEVRAIT SE MAINTENIR EN 1988 ET AU-DELA. SUITE A L'ELARGISSEMENT DE LA CEE AU PORTUGAL & A L'ESPAGNE & A CAUSE DES DIFFICULTES QUE CONNAIT LE MARCO A PRESERVER SON ACCES AU MARCHE TRADITIONNEL DE LA CE, IL SE VOIT DANS L'OBLIGATION DE REDEFINIR SA STRATEGIE COMMERCIALE & DE DIVERSIFIER SES PARTENAIRES ECONOMIQUES. A CE CHAPITRE, LE CDA OCCUPE UNE PLACE DE CHOIX OFFRANT AU MARCO UNE OUVERTURE SUR L'AMERIQUE & SUR LA TECH. NORD-AMERICAINE EN FRANCAIS; LES BESOINS DU MARCO SE MARIENT AVEC LA TECHN. CDN. LA VOLONTE POLITIQUE DE DIVERSIFICATION & D'ACCROISSEMENT DES ECHANGES COMMERCIAUX EST A UN NIVEAU OPTIMUM. LES CONDITIONS SONT DONC MAINTENANT REUNIES PERMETTANT AU CDA D'EFFECTUER UNE PERCEE DURABLE SUR LE MARCHE MAROCAIN. LES SOC. CDN S'INTERESSENT ACTIVEMENT A CE MARCHE S'IL EXISTE ICI UN MARCHE IMPORTANT POUR LES MATIERES PREMIERES (SOUFRE, AMIANTE, CHARBON) & LES PROD. SEMI-FINIS (BOIS, PAPIERS, ACIERS, ALUMINIUM). LES EXPORTATEURS CDN TROUVERONT DES DEBOUCHES AU NIVEAU DU VASTE MARCHE MAROCAIN DES TELECOM; DES AMBITIEUX PROGRAMMES D'INFRASTRUCTURE ENERGETIQUES (CENTRALES THERMIQUES, HYDRO-ELECTRIQUES, NUCLEAIRES & ELECTRIFICATION RURALE); DES DIVERS PROGRAMMES D'EXPANSION & DE REHABILITATION DES INFRASTRUCTURES DE TRANSPORT AERIEN, FERROVIAIRE, URBAIN QUE PORTUAIRE & ROUTIER; DE L'EDUCATION & DE LA FORMATION PROFESSIONNELLE SANS OUBLIER BIEN SUR LES VASTES BESOINS DU MARCO EN CEREALES, EN HUILES VEGETALES & EN GRAINES OLEAGINEUSES. POUR LEUR PART, L'ACDI & LA SEE CONTINUENT D'APPORTER LEUR PRECIEUSE CONTRIBUTION A LA REALISATION DE NOS OBJECTIFS COMMERCIAUX A TRAVERS LES NOMBREUX PROGRAMMES D'AIDE DE L'ACDI & LES FINANCEMENT A MOYEN & A LONG TERME DE LA SEE. DE MEME, LA BAD, LA BIRD & LE FADES FIANCEMENT DE NOMBREUX & IMPORTANTS PROJ. AU MARCO, LA VALEUR DES PRETS ACCORDES PAR CES DERNIERS EN 1987 S'ELEVANT A \$1.2 MILLIARD. SUR LE PLAN ECONOMIQUE, LE MARCO A REALISE DES PROGRES SUBSTANTIELS AU COURS DES 2 DERNIERES ANNEES. SON PNB A CONNU UN TAUX DE CROISSANCE DE 5.7% EN 1986 & QU'IL DEVRAIT SE SITUER DANS UNE MOYENNE DE 4% AU COURS DES 5 PROCHAINES ANNEES. L'ECONOMIE MAROCAINE SE RETROUVE AUJOURD'HUI SUR UNE COURBE ASCENDANTE PERMETTANT DE PREVOIR UN RETABLISSEMENT DES EQUILIBRES FONDAMENTAUX A MOYEN TERME. LE MAROC EST JOINT AU GATT EN 1987. LA BALANCE COMMERCIALE S'EST AMELIOREE EN 1986. TOUTE FOIS, L'ENDETTEMENT EXTERIEUR DEMEURERA ENCORE POUR CERTAIN TEMPS (1991) UN FARDEAU POUR L'ECONOMIE.

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: AFRICA

Mission: 327 RABAT

Market: 115 MOROCCO

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

1. 005 COMM. & INFORM. EQP. & SERV

REASONS: LE MARCO INJESTERUA PLUS DE 1.5 MILLIARDS DANS LA MODERNISATION DE SES TELECOM. UN PREMIER PRET BIRD DE \$125 MILLIONS A ETE APPROUVE. LE MARCO EST TRES OUVERT AU CANADA ET SA TECHNOLOGEE.

2. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: LE MARCO A 5 BARRAGES HYDRO-ELECTRIQUES A CONSTRUIRE EN 15 ANS. LES A. O. I. (CENTRALE THERMIQUE DE JORF LASFAR(4X300W)) SERONT LANCES EN 1988, DE MEME QUE LA 2EME PHASE DU PROGRAMME D'ELECTRIFICATION RURALE.

3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.

REASONS: PRET BIRD POUR LES TRANSPORTS, CONSTRUCTION DU NOUVEL AEROPORT D'AGADIR & MODERNISATION DES EQPTS DES AUTRES AEROPORTS. LANCEMENT DES A. O. I. POUR LE METRO DE CASA, EXPANSION & ENTRETIEN DU RESEAU FERROVIAIRE.

4. 014 EDUCATION, MEDICAL, HEALTH PROD

REASONS: PRIORITE NATIONALE ACCORDEE A LA FORMATION PROFESSIONNELLE ET A LA REFORME DU SYSTEME EDUCATIF, LE TOUT APPUYE PAR LA BIRD ET LA BAD. AMELIORATION DE LA GESTION DU SECTEUR SANTE.

5. 003 GRAINS AND OILSEEDS

REASONS: LE MARCO IMPORTE DE 1.5 A 2.5 M DE T. DE CEREALES & ENVIRON 250,000 T. D'HUILES VEGETALES. UN POTENTIEL EXISTE POUR L'INTRODUCTION DE LA CULTURE DU CANDLA ET LA CONSTRUCTION D'USINES DE TRITURATION.

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

1. 012 PETROCHEM & CHEM PROD, EQP, SERV
2. 003 GRAINS AND OILSEEDS
3. 010 MINE, METAL, MINERAL PROD & SRV

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 327 RABAT

Market: 115 MOROCCO

Sector: 003 GRAINS AND OILSEEDS

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	500.00M	\$ 650.00M	\$ 425.00M	\$ 655.00M
Canadian Exports \$	10.00M	\$ 4.80M	\$ 6.20M	\$ 4.90M
Canadian Share of Import Market	0.00%	1.00%	1.10%	0.70%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	047 %
ii) 112 FRANCE	018 %
iii) 499 SPAIN	006 %
iv) 001 ARGENTINA	005 %
v) 354 NETHERLANDS	004 %
vi) 128 GERMANY WEST	003 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) HUILES VEGETALES	\$ 165.00 M
ii) BLE	\$ 250.00 M
iii) MAIS	\$ 33.00 M
iv) GRAINES OLEAGINEUSES	\$ 20.00 M

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

i) Project Name: USINE DE TRITURATION

Approximate Value: \$ 30.0 M

Financing Source: 025 OTHER

For further info. please contact:

B. PICARD 011-212-713-75, TX: 40713964M, LANDY: 9936586

Export and Investment Promotion Planning System

MISSION: 327 RABAT

COUNTRY: 115 MOROCCO

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 financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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:

- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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: PREPARER UN RAPPORT DETAILLE SUR LA STRUCTURE DU MARCHE MAROCAIN DES OLEAGINEUX ET LE DIFFUSER DIRECTEMENT A L'INDUSTRIE.

Results Expected: SUSCITER L'INTERET DES FOURNISSEURS CANADIENS A SOUMISSIONNER DIRECTEMENT SUR LES APPELS D'OFFRES.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 327 RABAT

Market: 115 MOROCCO

Sector: 005 COMM. & INFORM. EQP. & SERV

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	150.00M	\$ 90.00M	\$ 80.00M	\$ 85.00M
Canadian Exports \$	30.00M	\$ 0.20M	\$ 0.20M	\$ 0.25M
Canadian Share of Import Market	20.00%	0.22%	0.25%	0.30%

Major Competing Countries

Market Share

i) 112 FRANCE	030 %
ii) 128 GERMANY WEST	020 %
iii) 237 ITALY	015 %
iv) 265 JAPAN	010 %
v) 577 UNITED STATES OF AMERICA	005 %
vi) 499 SPAIN	005 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) CENTRAUX TELEPHONIQUES	\$ 300.00 M
ii) CENTRAUX TELEX	\$ 57.00 M
iii) SYSTEMES ONDES HERTZIENNES	\$ 10.00 M
iv) TELEPHONIE RURALE	\$ 23.00 M
v) CENTRAUX PRIVES	\$ 0.00 M
vi) ASSISTANCE TECHNIQUE TELECOM	\$ 11.00 M
vii) ASSISTANCE TECHNIQUE INFORMATIQUE	\$ 10.00 M
viii) LOGICIELS	\$ 10.00 M
ix) ORDINATEURS	\$ 50.00 M

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

i) Project Name: TELECOM I
Approximate Value: \$ 150 M
Financing Source: 001 IBRD
For further info. please contact:
AMBASSADE OU GAT

Export and Investment Promotion Planning System

MISSION: 327 RABAT

COUNTRY: 115 MOROCCO

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

ii) Project Name: TELEPHONIE RURALE

Approximate Value: \$ 10.0 M

Financing Source: 023 EDC 011 CIDA

For further info. please contact:

B. PICARD, TEL: 011-212-713-75, L. LANDY: (613)993-3745

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:

- 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:
PEU DE SOCIETES SONT REPRESENTEES ADEQUATEMENT SUR LE MARCHE LOCAL. - CROYANCE ERRONEE QUE LE MAROC EST UN MARCHE CAPTIF DE L'EUROPE.

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
- support provided by the PEMD program
- participation in trade fairs
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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: APPUI INTENSIF DONNE AUX SOCIETES CANADIENNES QUI SE TROUVENT SUR LA COURTE LISTE DE FOURNISSEURS D'EQUIPEMENTS DE TELECOMMUNICATIONS.

Results Expected: ATTEINDRE L'ETAPE DE LA NEGOCIATION DE CONTRATS ET DE LEUR SIGNATURE.

Export and Investment Promotion Planning System

MISSION: 327 RABAT

COUNTRY: 115 MOROCCO

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

Activity: AIDER LE CONSULTANT SELECTIONNE A MENER L'ETUDE SUR LE SECTEUR DE L'INFORMATIQUE AU MAROC (RAPPORT PICARD)

Results Expected: DEFINITION PRECISE DU POTENTIEL DU MARCHE.

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: POURSUIVRE ASSIDUMENT TOUS LES A. D. I. LANCES PAR L'ONPT DANS LE CADRE DE SON PROGRAMME DE MODERNISATION.

Results Expected: OBTENIR 10 A 20% DES CONTRATS.

Activity: DEFINIR LES POSSIBILITES DE MARCHE DANS LE CADRE DU PROJET DE 2E CHAINE DE TELEVISION AU MAROC.

Results Expected: PARTICIPATION CANADIENNES A CE PROJET A HAUTEUR DE 10 A 15%.

Export and Investment Promotion Planning System

BB/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 327 RABAT

Market: 115 MOROCCO

Sector: 007 POWER & ENERGY EQUIP. & SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	150.00M	\$ 120.00M	\$ 95.00M	\$ 80.00M
Canadian Exports \$	5.00M	\$ 1.00M	\$ 1.00M	\$ 0.00M
Canadian Share of Import Market	3.30%	0.80%	1.00%	0.00%

Major Competing Countries

Market Share

i) 112 FRANCE	025 %
ii) 128 GERMANY WEST	020 %
iii) 237 ITALY	010 %
iv) 499 SPAIN	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) TURBINES ET GENERATRICES	\$ 0.00 M
ii) CABLES	\$ 10.00 M
iii) TRANSFORMATEURS	\$ 60.00 M
iv) SERVICES	\$ 15.00 M

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

i) Project Name: CENTRALE THERMIQUE DE JORF LASFAR

Approximate Value: \$ 600.0 M

Financing Source: 023 EDC 011 CIDA

For further info. please contact:

B. PICARD, TEL: 011-212-713-75, L. LANDY, TEL 613-9936586

ii) Project Name: CINQ PROJETS DE CENTRALES HYDRO-ELECTRIQUES

Approximate Value: \$ 400.0 M

Financing Source: 005 AFDB 023 EDC

011 CIDA 009 AFESD

For further info. please contact:

B. PICARD, TEL 011-212-713-75, L. LANDY, TEL (613)9936586

Export and Investment Promotion Planning System

MISSION: 327 RABAT

COUNTRY: 115 MOROCCO

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

iii) Project Name: ELECTRIFICATION RURALE

Approximate Value: \$ 100.0 M

Financing Source: 001 IBRD

For further info. please contact:

B. PICARD, TEL011-212-713-75, L. LANDY, TEL(613)9936586

iv) Project Name: PROGRAMME NUCLEAIRE

Approximate Value: \$ 1000.0 M

Financing Source: 023 EDC 011 CIDA

For further info. please contact:

B. PICARD, TEL001-212-713-75, L. LANDY, TEL(613)9936586

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 moderate

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
- 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:
PEU DE SOCIETES CANADIENNES SONT ADEQUATEMENT REPRESENTEES LOCALEMENT. - CROYANCE ERRONEE QUE LE MAROC EST UN MARCHE CAPTIF DE L'EUROPE.

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
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

Export and Investment Promotion Planning System

MISSION: 327 RABAT

COUNTRY: 115 MOROCCO

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

Activity: CONSEILLER DEUX SOCIETES CANADIENNES DANS LEURS SOUMISSIONS SUITE A DES A. O. I. DE L'O. N. E.

Results Expected: OBTENTION D'AU MOINS UN CONTRAT D'UNE VALEUR DE \$10M.

Activity: CONSEILLER L'INDUSTRIE CANADIENNE DANS LE MONTAGE DE CONSORTIA ET DE PACKAGE FINANCIER EN VUE DE POURSUIVRE DEUX GRANDS PROJETS D'INVESTISSEMENTS DANS LE SECTEUR ENERGETIQUE.

Results Expected: PREQUALIFIER AU MOINS UN GROUPE ET ARRETER LES GRANDS PRINCIPES DU MONTAGE FINANCIER.

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: ASSISTER L'INDUSTRIE DANS SES NEGOCIATIONS POUR L'OBTENTION D'UN CONTRAT DE CENTRALE HYDRO-ELECTRIQUE OU DE CENTRALE THERMIQUE.

Results Expected: OBTENTION D'UN CONTRAT DE L'ORDRE DE \$150 M A \$200 M.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 327 RABAT

Market: 115 MOROCCO

Sector: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	700.00M	\$ 500.00M	\$ 650.00M	\$ 500.00M
Canadian Exports \$	17.00M	\$ 1.20M	\$ 0.80M	\$ 1.00M
Canadian Share of Import Market	2.40%	0.20%	0.10%	0.20%

Major Competing Countries

Market Share

i) 112 FRANCE	050 %
ii) 577 UNITED STATES OF AMERICA	015 %
iii) 499 SPAIN	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

	In Canadian \$
i) AVIONS ET EQUIPEMENTS AERONAUTIQUES	\$ 125.00 M
ii) BATEAUX DE PECHE	\$ 200.00 M
iii) VEHICULES SPECIAUX	\$ 5.00 M
iv) MATERIEL FERROVIAIRE ROULANT	\$ 15.00 M

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

i) Project Name: AEROPORT D'AGADIR (EQUIPEMENTS AERONAUTIQUES)

Approximate Value: \$ 25.0 M

Financing Source: 023 EDC 011 CIDA

For further info. please contact:

B. PICARD, TEL011-212-713-75, TLX(407)31964M

ii) Project Name: METRO DE CASABLANCA

Approximate Value: \$ 150.0 M

Financing Source: 023 EDC 011 CIDA

For further info. please contact:

P. PICARD, TEL: 011-212-713-75, TLX: 407-31964M

Export and Investment Promotion Planning System

MISSION: 327 RABAT

COUNTRY: 115 MOROCCO

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

iii) Project Name: PROGRAMME SECTORIEL DES TRANSPORTS

Approximate Value: \$ 98.0 M

Financing Source: 005 AFDB

For further info. please contact:

B. PICARD, TEL001-212-713-75, L. LANDY(613)-993-6586

iv) Project Name: TRANSPORT SECTOR PROJECT

Approximate Value: \$ 105.0 M

Financing Source: 001 IBRD

For further info. please contact:

B. PICARD, TEL: 001-212-713-75, L. LANDY(613)-993-6586

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 high

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

- 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:
TROP PETIT NOMBRE DE SOCIETES CANADIENNES ADEQUATEMENT REPRESENTES AU MAROC. - CROYANCE ERRONEE QUE LE MAROC EST UN MARCHE CAPTIF DE L'EUROPE.

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
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

Export and Investment Promotion Planning System

MISSION: 327 RABAT

COUNTRY: 115 MOROCCO

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

Activity: COMPLETER LA MISE EN PLACE DU FINANCEMENT POUR DES VENTES DE MATERIEL FERROVIAIRE ET ROUTIER.

Results Expected: CONCLUSION DES VENTES ET LIVRAISON DES PRODUITS.

Activity: APPUYER LES FABRICANTS CANADIENS D'APPAREILS ET D'EQUIPEMENTS AERIENS ET ROUTIERS DANS LA POURSUITE D'OPPORTUNITES PRECISES.

Results Expected: ATTEINDRE LE STADE DE LA NEGOCIATION DE CONTRAT.

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: DEMONSTRATION SUR LE TERRAIN DES CAPACITES CANADIENNES DANS LE DOMAINE DU TRANSPORT AERIEN.

Results Expected: VENTE POSSIBLE D'APPAREILS ET D'EQUIPEMENTS.

Activity: ELABORER ET METTRE EN PLACE AVEC DIVERSES GRANDES SOCIETES CANADIENNES LA STRATEGIE POUR POURSUIVRE LES PROJETS CITES EN 7-9.

Results Expected: POSITIONNER FAVORABLEMENT PLUSIEURS SOCIETES CANADIENNES SUR CES MARCHES.

Activity: EXPLORER LA FAISABILITE DE PARTICIPATION CANADIENNE SUR DE GRANDS PROJETS TELS LA LIAISON FERROVIAIRE MARRAKECH-AGADIR ET LA LIAISON FIXE MAROC-ESPAGNE.

Results Expected: FORMATION DE CONSORTIA EN VUE DE LA POURSUITE DE CES PROJETS.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 327 RABAT

Market: 115 MOROCCO

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	140.00M	\$ 120.00M	\$ 110.00M	\$ 90.00M
Canadian Exports \$	7.00M	\$ 0.40M	\$ 0.30M	\$ 0.20M
Canadian Share of Import Market	5.00%	0.33%	0.27%	0.22%

Major Competing Countries	Market Share
i) 112 FRANCE	070 %
ii) 128 GERMANY WEST	007 %
iii) 237 ITALY	004 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) APPAREILS MEDICAUX	\$ 30.00 M
ii) EQUIPEMENTS DIDACTIQUES	\$ 20.00 M
iii) ASSISTANCE TECHNIQUE	\$ 5.00 M
iv) MANUELS TECHNIQUES	\$ 5.00 M
v) MEDICAMENTS	\$ 60.00 M

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

i) Project Name: PROJET EDUCATION
Approximate Value: \$ 200.0 M
Financing Source: 001 IBRD
For further info. please contact:
B. PICARD, TEL001-212-713-75, L. LANDY, TEL(613)9936586

ii) Project Name: PROJET SANTE - BANQUE MONDIALE
Approximate Value: \$ 35.0 M
Financing Source: 001 IBRD
For further info. please contact:
B. PICARD, TEL001-212-713-75, L. LANDY, TEL(613)9936586

Export and Investment Promotion Planning System

MISSION: 327 RABAT

COUNTRY: 115 MOROCCO

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

iii) Project Name: PROJET FORMATION PROFESSIONNELLE

BANQUE MONDIALE

Approximate Value: \$ 33.0 M

Financing Source: 001 IBRD

For further info. please contact:

B. PICARD, TEL001-212-713-75, L. LANDY, TEL(613)9936586

iv) Project Name: CONSTRUCTION & EQUIPEMENT POUR 2 CPR ET

5 LYCEES, B. A. D.

Approximate Value: \$ 49.0 M

Financing Source: 005 AFDB

For further info. please contact:

B. PICARD, TEL001-212-713-75, L. LANDY, TEL(613)9936586

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 moderate

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
- the apparent limited sectoral capability in Canada compared to other competing export countries
- 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:

TROP PEU DE MARQUES CANADIENNES ADEQUATEMENT REPRESENTEES AU MAROC.

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:

- competitive export pricing for this market

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories

Export and Investment Promotion Planning System

MISSION: 327 RABAT

COUNTRY: 115 MOROCCO

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

Activity: ASSISTER LES SOCIETES CANADIENNES QUI SOUMISSIONNENT SUR LES A.D.I. DE L'OFPT, DU MINISTERE DE L'EDUCATION NATIONALE ET DU MINISTERE DE LA SANTE PUBLIQUE.

Results Expected: BIEN POSITIONNER DES SOCIETES POUR OBTENTION DE 2 OU 3 CONTRATS.

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: FAIRE LE SUIVI SUR LES DIVERS A.D.I. LANCES DANS LE CADRE DE PROJETS FINANCES PAR LES INSTITUTIONS MULTILATERALES.

Results Expected: S'ASSURER QUE LES SOCIETES CANADIENNES SOUMISSIONNENT SUR CES A.D.I. ET EN REMPORTENT QUELQUES-UNS.

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 327 RABAT		
Sector: 001 AGRI & FOOD PRODUCTS & SERVICE		
020 MISSION OUTGOING MISS. TECHN. IRRIGATION & CULTURE EN TERRE SECHE	KENITRA & MARRAKECH	0589
Sector: 002 FISHERIES, SEA PRODUCTS & SERV.		
024 MISSION INCOMING MISSION EQUIPEMENTS POUR LA PECHE	B. C. , N. S. , QUEBEC	0690
Sector: 003 GRAINS AND OILSEEDS		
020 MISSION OUTGOING MISSION OLEAGINEUX	RABAT & CASABLANCA	0390
Sector: 004 DEFENCE PROGRAMS, PRODUCTS, SERV		
024 MISSION INCOMING MISSION EXPLORATOIRE DE PRODUITS DE DEFENSE	MONTREAL, TORONTO	0689
Sector: 005 COMM. & INFORM. EQP. & SERV		
010 FAIRS SEME SALON MAROCAIN DE L'INFORMATIQUE	CASABLANCA	1089
024 MISSION INCOMING MISSION TELECOMMUNICATIONS	MONTL. OTTAWA, TORONTO	0689
Sector: 007 POWER & ENERGY EQUIP. & SERV.		
024 MISSION INCOMING MISSION EQUIPEMENTS ELECTRIQUES	MONTREAL, TORONTO	0989
Sector: 010 MINE, METAL, MINERAL PROD & SRV		
024 MISSION INCOMING MISSION EQUIPEMENTS MINIERIS	MONTL, TORONTO, VANC.	1089
Sector: 999 MULTIPLE SECTORS		
010 FAIRS FOIRE INTERNATIONALE DE CASABLANCA	CASABLANCA	0489
020 MISSION OUTGOING MISS. COMM. DIRIGEE PAR LE MIN. DU COMMERCE INT'L	CASABLANCA & RABAT	0489
024 MISSION INCOMING MISSION D'ACHETEURS DU PRIVE MAROCAIN		0590

Export and Investment Promotion Planning System

Type of Event	Location	Date
Promotional projects proposed for the two following fiscal years.		
Mission: 327 RABAT		
Sector: 999 MULTIPLE SECTORS		
024 MISSION INCOMING		
MISSION DE BANQUIERS MAROCAINS		0590

Export and Investment Promotion Planning System

88/89 Trade and Economic Overview

Mission: 349 LIBREVILLE

Country: 629 GABON

SURVOL ECONOMIQUE: A CAUSE DE LA BAISSSE CONJUGUEE DES PRIX DU PETROLE ET DU DOLLAR, LES REVENUS DU GABON SONT PASSES DE 720 MILLIARDS DE CFA EN 85 A ENVIRON 300 MILLIARDS 87 SOIT UNE CHUTE DE PRES DE 60%. CE PAYS QUI EN 85 AVAIT LE PNB PER CAPITA LE PLUS ELEVE DE L'AFRIQUE APRES LA LIBYE EST MAINTENANT AVEC UN PER CAPITA D'ENVIRON \$2,900 ELIGIBLE AUX FONDS DE LA BANQUE MONDIALE. IL A DU REECHELONNER SA DETTE EXTERIEURE DEBUT 87 ET AFINDE S'ASSURER DE TIRAGES SPECIAUX DU FMI AINSI QUE D'UN PRET D'ADJUSTEMENT STRUCT. DE LA BANQUE MONDIALE, S'EST VU IMPOSER DES RESTRICTIONS SEVERES EN CE QUI A TRAIT A SON BUDGET D'OPERATION AINSI QU'A SON BUDGET D'INVESTISSEMENT. EN 88 LE BUDGET D'INVESTISSEMENT DEVRAIT SE SITUER AUTOUR DE 80 MILLIARDS DE CFA DONT 25 MILLIARDS IRONT AU TRANSGABONNAIS, 20 A L'AGRICULTURE ET A PEU PRES LA MEME CHOSE A L'ENTRETIEN ROUTIER. LES ANNEES 88 ET 89 SERONT DIFFICILES AU GABON (DEJA L'ANNEE 87 VU LA COMMUNAUTE EUROPEENNE A 90% FRANCAISE PASSEE DE 32,000 A 12,000 ENVIRON) MAIS DES 90 L'ECONOMIE DU GABON DEVRAIT CONNAITRE UNE REPRISE IMPORTANTE: LA CRISE AURA PERMIS D'ASSAINIR LES DEPENSES PUBLIQUES LES GRANDS INVESTISSEMENTS RELIES AU TRANSGABONNAIS SERONT TERMINES, LES POLITIQUES ENCOURAGEANT LES PME COMMENCERONT A PORTER FRUITS ET SURTOUT LA PRODUCTION PETROLIERE SERA AUGMENTEE DE 30%. IL FAUDRA AUX COMPAGNIES CANADIENNES ET AU GOUVERNEMENT CDN PERSEVERER, MAIS LES PERSPECTIVES N'AURONT JAMAIS ETE AUSSI PROMETTEUSES. DANS UN PREMIER TEMPS LA PLUPART DE NOS MARCHES SERONT RELIES A DU CREDIT CONCESSIONNEL ET DES LA REPRISE ON POURRA ENVISAGER DES MARCHES A CARACTERE STRICTEMENT COMMERCIAUX.

1. LE CDA A REUSSI EN L'ESPACE DE DEUX ANS A ASSEoir SA CREDITIBILITE ET IL OCCUPE MAINTENANT LE PREMIER RANG APRES LA FRANCE.
2. CETTE CREDITIBILITE EST DUE AUX EFFORTS ET AU SUCCES CDN AU SEIN DE LA FRANCOPHONIE-ENTRE AUTRES REMISE DE LA DETTE; A LA NOUVELLE DYNAMIQUE CND EN AFRIQUE-AFRIQUE 2000-AUX MESURES CONCESSIONNELLES ACCORDEES AU GABON-LIGNE DE CREDIT, PRESENCE SIGNIFICATIVE DANS L'EDUCATION.
3. ET LA VOLONTE AUTHENTIQUE ET VERITABLE DU PRESIDENT BONGO DE S'OUVRIr A LA REALITE CDN QUI LUI OFFRE LA POSSIBILITE DE BRISER LE MONOPOLE FRANCAIS TOUT EN PROCURANT UNE TECHNOLOGIE NORD-AMERICAINE VEHICULEE EN FRANCAIS.

OBJECTIFS: REALISER LES OBJECTIFS COMMERCIAUX PRIORITAIRES IDENTIFIES LORS DE LA COM. BILATERALE 86 A SAVOIR - INVENTAIRE MINIER; MEDIA-VILLAGE. PROFITER D'UN NOUVEL APPOINT ACADI POUR AFFICHER NOTRE SOUTIEN AU GABON ET REALISER CERTAINS DOSSIERS COMMERCIAUX DANS LES DOMAINES MINIER, ELECTRIFICATIONS, BATIMENTS ET SERVICES. S'ASSURER DES RETOMBEES ECONOMIQUES DES CREDITS ACCORDES PAR LA BANQUE MONDIALE ET LA BANQUE AFRICAINE DE DEVELOPPEMENT DANS LES DOMAINES ROUTIERS, DE LA PECHE ET DE LA FORET. LE GABON A DES BESOINS D'INFRASTRUCTURES ENORMES ET AURA DES 90 LES MOYENS DE SES BESOINS. MAINTENONS NOTRE POSITION PRIVILEGIEE.

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: AFRICA

Mission: 349 LIBREVILLE

Market: 629 GABON

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: PRIORITE DU GOUVERNEMENT GABONAIS ET DE LA BANQUE MONDIALE DANS LE PLAN DE RELANCE. IL N'Y A QUE 100KM DE ROUTES BITUMEEES AU GABON.

2. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: DEUX MISSIONS SE SONT RENDUES AU CDA DANS LE BUT D'INTERESSER PETRO-CDA A FAIRE DES INVESTISSEMENT AU GABON MAIS AUSSI POUR INTERESSER LAVALIN A LEUR REALISATION DE PIPELINE.

3. 010 MINE, METAL, MINERAL PROD & SRV

REASONS: CONTRAT D, ADDUCTION D, EAU DE 55 MILLIONS DEJA SIGNE ET VOLONTE DU MINISTRE ET DU GOV'T DE CONTINUER AVEC LE CDA.

4. 015 CONSTRUCTION INDUSTRY

REASONS: PROGRAMME D'INVENTAIRE MINIER AYANT FAIT L'OBJET D'UN TRAVAIL AU NIVEAU MINISTERIEL MAIS EGALEMENT DE LA PRESIDENCE AVEC ACCORD DES FINANCES ET DU PLAN.

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

1. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
2. 011 OIL & GAS EQUIPMENT, SERVICES
3. 007 POWER & ENERGY EQUIP. & SERV.
4. 010 MINE, METAL, MINERAL PROD & SRV
5. 015 CONSTRUCTION INDUSTRY

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 349 LIBREVILLE

Market: 629 GABON

Sector: 007 POWER & ENERGY EQUIP. & SERV.

Subsector: 071 HYDRO

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	110.00M	\$ 55.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	30.00M	\$ 55.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	25.00%	100.00%	0.00%	0.00%

Major Competing Countries	Market Share
i) 112 FRANCE	000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) ETUDES	\$ 3.00 M
ii) POMPES/POTEAUX/GENERATEUR	\$ 24.00 M
iii) INGENIERIE	\$ 0.00 M

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:

- No factors reported by mission

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
- the presence of CIDA programs which have opened the market to Canadian companies
- the availability of competitive Canadian financing

Export and Investment Promotion Planning System

MISSION: 349 LIBREVILLE

COUNTRY: 629 GABON

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

Activity: RENCONTRES MINISTERIELLES POUR CLARIFIER FINANCEMENT

Results Expected: POSITIONNER LE CANADA

Activity: RENCONTRE A LA PRESIDENCE AVEC PRESIDENT ET HAUT REPRESENTANT

Results Expected: APPUI POUR OBTENTION POURSUITE PROGRAMME/
HYDRAULIQUE ET ADDUCTION D'EAU.

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: MISSION COMMERCIALE AXIE SUR LES SECTEURS DE FORETS, PETROLE ET
CONSTRUCTION, AUTOMNE 1988.Results Expected: OCTROI DE CONTRATS DANS CHACUN DE CES SEC-
TEURS ET DE PROJECTS 'JOINT VENTURES'.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 349 LIBREVILLE

Market: 629 GABON

Sector: 008 TRANSPORT SYS. EQUIP. COMP. SERV.

Subsector: 081 AUTOMOTIVE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	80.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	8.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	10.00%	0.00%	0.00%	0.00%

Major Competing Countries	Market Share
i) 112 FRANCE	000 %
ii) 599 YUGOSLAVIA	000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 15-30 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) ETUDES	\$ 0.00 M
ii) EQUIPEMENT	\$ 0.00 M
iii) INGENIERIE	\$ 0.00 M

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

i) Project Name: BANQUE MONDIALE
Approximate Value: \$ 25 M
Financing Source: 002 IDA
For further info. please contact:
B. DUSSAULT, TEL: 72-41-54; TLX: 5527 GA

ii) Project Name: BANQUE AFRICAINE DEVELOPPEMENT
Approximate Value: \$ 25 M
Financing Source: 005 AFDB
For further info. please contact:
B. DUSSAULT, TEL: 72-41-54; TLX: 5527 GA

Export and Investment Promotion Planning System

MISSION: 349 LIBREVILLE

COUNTRY: 629 GABON

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:

- a lack of interest in the market on the part of Canadian exporters
- 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:

COMPETITIONS TRES FORTES DE LA PART DES YUGOSLAVES ET DES FRANCAIS ET PRESENCE CANADIENNE QUI NETAIT PAS ASSEZ APPUYEE.

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:

- No factors reported by mission

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: RENCONTRE AVEC MINISTERE DU PLAN POUR OBTENIR PROGRAMMATION ET ANALYSER POSSIBLE SECTEURS D'INTERVENTION DANS CADRE BANQUE MONDIALE.

Results Expected: OBTENTION DE PLANIFICATION DANS LE TEMPS. MONTANT D'INTERVENTION. ENREGISTRER INTERET CANADIEN.

Activity: BANQUE AFRICAINE DEVELOPPEMENT. RENCONTRE MINISTERIELLE AVEC TRAVAUX PUBLICS POUR ANALYSER MOYENS LOCAUX D'INTERVENTION.

Results Expected: ENREGISTRER INTERET CANADIEN. OBTENIR COUTUME CONTRACTUELLE AUX TRAVAUX PUBLICS.

Activity: RECHERCHE DE SOCIETES CANADIENNES INTERESSEES ET LES INTRODUIRE AUPRES INTERVENANTS LOCAUX.

Results Expected: SELECTIONNER ET TRAVAILLER EN PROFONDEUR AVEC 1 OU 2 SOCIETES CANADIENNES.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 349 LIBREVILLE

Market: 629 GABON

Sector: 010 MINE, METAL, MINERAL PROD & SRV

Subsector: 108 MINE DEVELOPMENT SERVICES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	26.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	100.00%	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 112 FRANCE

000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

30-60 \$M

Current status of Canadian exports:

No Export results to date

Products/services for which there are
good market prospects

Current Total Imports

i) INVENTAIRE MINIER

In Canadian \$

\$ 26.00 M

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:

- other factor(s) described by the Trade Office as follows:
MONOPOLE FRANCAIS EXTREMEMENT REMUNERATEUR

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:

- No factors reported by mission

Export and Investment Promotion Planning System

MISSION: 349 LIBREVILLE

COUNTRY: 629 GABON

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

Activity: RENCONTRE INTERMINISTERIELLES A LA PRESIDENCE

Results Expected: FAIRE LE POINT SUR NOUVELLES PROPOSITIONS
CANADIENNES.

Activity: NEGOCIATION AU PLAN ET AUX FINANCES POUR INSCRIPTION DANS PROGRAMMATION.

Results Expected: S'ASSURER D'INSCRIPTION FINANCIERE POUR
BUDGET 88.

Activity: SUIVI A LA SEE ET ACDI

Results Expected: S'ASSURER APPUI ACDI ET FINANCEMENT SEE.

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: MISISON TECHNIQUE AU CANADA DG MINISTERE DES MINES

Results Expected: NEGOTIATION TECHNIQUE AVEC GROUPE-CANADA ET
FINANCIERE AVEC SEE ET ACDI

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 349 LIBREVILLE

Market: 629 GABON

Sector: 012 PETROCHEM & CHEM PROD, EQP, SERV

Subsector: 122 EQUIPMENT & MACHINERY

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	120.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	40.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	33.00%	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

- | | |
|----------------------------------|-------|
| i) 112 FRANCE | 000 % |
| ii) 577 UNITED STATES OF AMERICA | 000 % |

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: No Export results to date

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

- | | |
|----------------------|------------|
| i) ETUDES INGENIERIE | \$ 14.00 M |
| ii) CONSTRUCTION | \$ 22.00 M |

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:

- other factor(s) described by the Trade Office as follows:

CONSTRUCTION DE PIPELINE SERAIT UNE PREMIERE QUANT AU SECTEUR
PETROLIER IL ETAIT MONOPOLISE PAR ELF MAIS IL COMMENCE A S'OUVRIR
ET PETRO-CANADA POURRAIT S'Y INTERESSER.

Export and Investment Promotion Planning System

MISSION: 349 LIBREVILLE

COUNTRY: 629 GABON

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:

- No factors reported by mission

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

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

Activity: RENCONTRE MINISTERIELLE ET AU NIVEAU DE LA DIRECTION GENERALE.

Results Expected: OBTENIR LETTRES D'INTENTION ET SCENARIO DE FINANCEMENT.

Activity: RENCONTRE A LA PRESIDENCE AU NIVEAU DU HAUT REPRESENTANT

Results Expected: OBTENIR FEU VERT DE LA PRESIDENCE

Activity: MISSION LAVALIN A LIBREVILLE

Results Expected: INITIER NEGOTIATIONS COMMERCIALES, INTRODUIRE PARTENAIRES LOCAUX.

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: AFRICA

Mission: 349 LIBREVILLE

Market: 629 GABON

Sector: 015 CONSTRUCTION INDUSTRY

Subsector: 153 ARCHITECT, CONSTRUCT SERVICES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Exports \$	100.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

Major Competing Countries

Market Share

i) 112 FRANCE	000 %
ii) 237 ITALY	000 %
iii) 038 BELGIUM	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: No Export results to date

Products/services for which there are good market prospects

Current Total Imports In Canadian \$
i) ETUDES \$ 10.00 M
ii) EQUIPEMENT \$ 70.00 M
iii) SERVICES \$ 20.00 M

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:

- other factor(s) described by the Trade Office as follows:

CRISE FINANCIERE QUI A ELIMINE TOUTE ACTIVITE DANS SECTEUR DE BATIMENT MAIS DE NOUVELLES POSSIBILITES DEVRAIENT VOIR LE JOUR PROCHAINEMENT.

Export and Investment Promotion Planning System

MISSION: 349 LIBREVILLE

COUNTRY: 629 GABON

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
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- the presence of CIDA programs which have opened the market to Canadian companies
- the availability of competitive Canadian financing

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

Activity: RENCONTRE AU NIVEAU DE LA PRESIDENCE

Results Expected: FAIRE EN SORTE QUE FINANCES ET PLAN APPUIE
DEMARCHE PRESIDENTIELLE.

Activity: DEVELOPPEMENT DES CONTACTS AU NIVEAU MINISTERIEL - EDUCATION
NATIONALE/AFF. ETRANGERES

Results Expected: DISCUTER PROGRAMMES ET POSITIONNER LE CANADA

Activity: RENCONTRE MINISTERIELLE AUX TRAVAUX PUBLICS

Results Expected: POSITIONNER SOCIETES CANADIENNES ET OBTENIR
PARTENAIRES LOCAUX.

Market : AFRICA

REFERENCE NO.	SECTOR NO	EVENT NAME & LOCATION	DATE	EVENT TYPE
880683	999	MISSION MULTI-DISCIPLINAIRE AU GABON	00/00/00	22
880684	010	MISSION MINES & TELECOMMUNICA- TIONS AU ZAIRE, C. D'IVOIR, NIGER	00/00/00	22
880685	001	MOROCCO - FIRST INTERNATIONAL AGRICULTURE FAIR	00/00/00	10
880686	999	INDUSTRIAL, ENERGY & AGRICULTU- RE TRADE MISSION TO NIGERIA	00/00/00	22
880846	008	RAIL MISSION FROM MOROCCO	88/04/12	24
880007	008	MISSION FROM KENYA, NIGERIA TO CDN INT'L AUTOMOTIVE SHOW	88/04/17	24
880830	009	WOOD PRODUCTS BUYERS MISSION FROM TUNISIA	88/04/17	24
880010	999	ZIMBABWE INT'L TRADE FAIR (ZITF)	88/05/00	15
880020	005	BUYERS FM IVORY COAST, CAMEROUN ALG, MAROC, TUN, GABON, ZAIRE	88/05/00	24
880027	005	TELECOMMUNICATIONS MISSION TO TUNISIA, ALGERIA, MOROCCO	88/06/00	22
880008	011	MISS. FM KENYA, ALG, ANGOLA, GABON & TUNISIA TO NATL PETROLEUM	88/06/14	24
880019	001	BUYERS FM IVORY COAST, ETHIOPIA NIG, KENYA, ALG. TO FARM PROGRESS	88/06/22	24
880682	999	ALGIERS INT'L TRADE FAIR FIA'88	88/06/22	16
880009	999	VISIT TO CANADA-MINISTER OF INDUSTRY, NIGERIA	88/09/00	24
880012	001	FOOD PACIFIC SHOW FROM CAME- ROON, ZAIRE & OTHER COUNTRIES	88/09/00	24

