

Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

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

iii) Project Name: NATIONAL GUARD TELECOM SYSTEMS O & M
UPGRADE

Approximate Value: \$ 200 M

Financing Source: 012 DOM

For further info. please contact:

J. P. MCLACHLAN CDN EMBASSY TLX: 404893 DOMCAN SJ

iv) Project Name: PTT UPGRADE OF NETWORK TRUNKS WITH
FIBRE OPTICS

Approximate Value: \$ M

Financing Source: 012 DOM

For further info. please contact:

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

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

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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

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: EXPAND DIALOGUE/SURVEY WITH SAUDI TELECOM CONTRACTORS AND AGENTS
WITH WHOM CANADIAN COMPANIES MIGHT WORK

Results Expected: BETTER INFORMATION ON PROSPECTS FOR LIMITED
NEW CAPITAL PURCHASING