

Priorities

The major potential market sectors by country are described below.

Saudi Arabia

This country is our prime market in the Middle East. Major opportunities worth several billion dollars are to be found in the following areas: security and safety equipment and services; defence-related equipment; high technology and informatics; transportation (particularly civil aviation); grains and food products; medical equipment and services; oil and gas services and equipment; services for the electricity sector; a wide variety of industrial machinery and equipment; and forest products.

Iran

The best prospects in this market are in the agriculture and services sectors. Strong potential also exists in transportation, high technology and education.

Israel

With the implementation of the Free Trade Agreement between Canada and Israel on January 1, 1997, Canadian exporters will be in a better position to compete in a full range of goods including commodities, manufactured goods and advanced technology equipment. Other interesting prospects are to be found in biotechnology, the environment, and power generation. Opportunities also exist for greater joint venture co-operation.

Jordan

Opportunities exist in telecommunications, agri-food, mining equipment and services, industrial machinery and transportation.

Lebanon

With the reconstruction effort estimated at \$10 billion over the next eight years, Lebanon offers a number of business opportunities to Canadian firms in the areas of agriculture; energy; health products and services; and construction.

Syria

Interesting potential exists in transport; mining and industrial machinery; oil and gas; agri-food; telecommunications; and power generation.

Kuwait

Sectors offering potential for Canadian sales include transportation; security equipment and services; agri-food; geomatics; telecommunications; oil and gas; health care; and power and energy.

Egypt

Good potential exists in agri-food; transport; the environment; advanced technologies; and commodities.

United Arab Emirates

In April 1993, a consulate was opened in Dubai to service Canadian companies pursuing opportunities in the UAE; the importance of the market was further recognized by the reopening of the Canadian Embassy in Abu Dhabi in the fall of 1996. Opportunities exist in agriculture and telecommunications; as well as in education and training services; defence products; transportation; construction; and oil and gas.

Oman and Qatar

In Oman, potential exists in oil and gas, telecommunications, and in the fishing industry for sales of fishing vessels, port facilities, equipment and related services. The huge gas reserves of Qatar likewise hold promise for Canadian firms.

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