

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: RIYADH

Market: SAUDI ARABIA

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Unsuitable product
- Limited appreciation/understanding of distribution system

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

Activity: DEVELOP SCFCO CENTRAL TRAINING PROGRAM WITH ARAB CDA ACCESS
Expected Results: PLACE SAUDIS IN CDA FOR TECHNICAL AND MANAGEMENT TRAINING

Activity: DEVELOP FURTHER CONTACTS AT OTHER ELECTRICAL UTILITIES
Expected Results: PLACE SAUDIS IN CDA FOR TECHNICAL AND MANAGEMENT TRAINING

Activity: PUSH FOR CDN PARTICIPATION IN GCC POWER GRID PROJECT MNGMT
Expected Results: \$20 MILLION CONTRACT

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

Activity: PROMOTE CDN EXPERTISE IN SUPERVISORY CONTROL & DATA ACQUIS.
Expected Results: SALES OF CDN SOFTWARE AND HARDWARE TO KSA

Activity: TOUR NORTHERN ELECTRICAL UTILITIES
Expected Results: RAISE INTEREST IN CDN PRODUCTS AND SERVICES. INTEREST REGIONAL UTILITIES IN TRAINING

Activity: PROMOTE SAUDI PARTICIPATION IN ELECTRIX ONTARIO OCT. 1989
Expected Results: INCREASED SAUDI AWARENESS OF CDN EQUIPMENT AND TECHNICAL EXPERTISE.