

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: PUMPING STATIONS & GENERATORS FOR IRAQ-
SAUDI PIPE LINE

Approximate Value: \$ 12 M

Financing Source: 025 OTHER

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:

- 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
- participation in trade fairs
- 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 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: URGE THE ALBERTA GOVERNMENT TO INVITE SENIOR TECHNICAL MANAGERS FROM PETROMIN AND SABIC TO ATTEND THE SUMMER LONG PETROLEUM TECHNOLOGY COURSES EVERY YEAR.

Results Expected: TO HAVE AT LEAST 3 STUDENTS PER YEAR.

Activity: CONTACT ALL PIPELINE, BULK STORAGE AND RECOVERY TECHNOLOGY COMPANIES TO ENSURE THEY KNOW HOW TO PREGUALIFY IN PARALLEL AS SUBCONTRACTORS TO SAUDI FOREIGN CONTRACTORS.

Results Expected: TO HAVE AT LEAST 5 NEW COMPANIES PREGUALIFIED