

NATIONAL TRADE DEVELOPMENT STRATEGY
AFRICA AND MIDDLE EAST BRANCH
I GEOGRAPHIC MARKETING

A. Primary Markets

The primary markets are in the Arabian Peninsula and North Africa and include Algeria, Egypt, Saudi Arabia and the Gulf countries. Of these Egypt is the only market whose fortunes are not tied directly to world market prices for oil and gas. As a consequence of lower and somewhat uncertain returns from oil and gas sales these markets have moved out of the "boom" phase and into a consolidation and industrial development phase. Canadian exporters lacked the depth and resources to be major participants in the many mega projects associated with this period but are now exceptionally well placed to supply the technology, and raw and semi finished materials and services that are required. These are still some of the best "cash" markets in the world. In the case of Egypt most major exports require blended EDC/CIDA financing and the growth in the market for Canadian exports commenced when it became a CIDA country of concentration.

B. Secondary Markets

In the countries of Western/Central Africa there are major opportunities for capital projects provided there is access to aid financing. Cameroon and Gabon have access to both EDC and aid financing. The market potential of both Iraq and Iran is excellent but until the war is concluded there will be limits and in the case of Iraq difficult to obtain financing. Jordan and North Yemen offer good potential but concessional financing is essential but not yet available from CIDA.

C. Responsive Markets

Many other countries of Africa and the Middle East offer more restricted but for the products of individual companies interesting opportunities. Often there are special marketing and/or aid requirements.