

## Sign up for Environmental Mission to Saudi Arabia and Bahrain

SAUDI ARABIA AND BAHRAIN — April 29-May 3, 2000 — The Canadian Embassy in Riyadh, Saudi Arabia, is planning a mission for companies with environmental technologies and products for the petroleum and petrochemical industries.

On the first two days, mission participants will have targeted meetings at Saudi Aramco, the country's state-owned oil company, and SABIC, a major international petrochemical group in Saudi Arabia's Eastern province. There will be a matchmaking reception with other local companies and a briefing on doing business in Saudi Arabia and the Gulf.

On the last three days, mission participants will attend the biannual Third Specialty Conference on Environmental Progress in the Petroleum and Petrochemical Industries in the

neighbouring island country of Bahrain, jointly organized by the Saudi Section of the Air and Waste Management Association and the Bahrain Society of Engineers.

Interested companies may submit abstracts for non-commercial presentations that highlight advanced products or techniques. Topics include air quality, emission monitoring, environmental assessments and audits, hazardous waste, industrial and wastewater management issues, oil spill response, and remediation technologies.

A concurrent exhibition will offer companies commercial exposure to an audience of engineers and environmental professionals. But simply attending the conference will be a valuable networking opportunity for companies interested in entering the

Saudi and Gulf environmental markets.

Saudi Arabia is one of the world's largest oil producers and has developed a large petrochemical industry. While environmental protection is generally low, high population growth and rising awareness are increasing demand for environmental products and services.

The mission will be a useful follow-up for companies that have discussions with the small Saudi delegation expected at GLOBE 2000 in Vancouver. Other Canadian Embassies have also indicated a willingness to assist companies with follow-on events elsewhere in the Gulf, if requested.

For more information about the mission, contact Steven Goodinson, Second Secretary (Commercial), e-mail: [steven.goodinson@dfait-maeci.gc.ca](mailto:steven.goodinson@dfait-maeci.gc.ca)

For more information about the Conference, consult the Bahrain Society of Engineers Internet site: [www.mohandis.org/](http://www.mohandis.org/) ★

## Upcoming All-sector Training Mission to Saudi Arabia

SAUDI ARABIA — April 13-23, 2000 — Skills and Knowledge Canada (SKC), a public/private partnership between Loyalist College of Applied Arts and Technology and Polaris Educational Planners Inc., is organizing a trade mission to Saudi Arabia to promote Canadian training capacities.

Destinations will include Riyadh, the capital and largest city; Jeddah, the Kingdom's second-largest city; and the Eastern Region, including the cities of Dammam, Al Khubar and Dhahran.

The mission will be the first of its kind to concentrate exclusively on the corporate training market, and is open to providers of training for all sectors.

Profiles of all participating Canadian organizations will be sent to the top 500 companies in Saudi

Arabia prior to the trade mission. Each Saudi company will be able to seek out representatives of Canadian organizations with whom they would like to meet privately. SKC will pre-schedule the private meetings.

Canadian participants will be provided with background information on the specific training needs of the Saudi organizations they will meet. As well, SKC will share with all participating Canadian organizations insights about the Saudi corporate training market, including local business practices and customs. If requested, SKC will also assist Canadian organizations in the negotiation and execution of contracts.

Saudi Arabia is in the process of implementing a human resource development policy to nationalize its

workforce. A preliminary needs assessment already suggests there are significant opportunities for Canadian training providers.

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