

Export and Investment Promotion Planning System

MISSION: 348 KUWAIT

COUNTRY: 311 KUWAIT

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

- ii) Project Name: UAE TELECOM TOWERS
Approximate Value: \$ 200 M
Financing Source: 012 DOM
For further info. please contact:
EMBASSY - M. SATTAR

- iii) Project Name: TELEPHONE SYSTEMS EXPANSION (KUWAIT)
Approximate Value: \$ 200 M
Financing Source: 012 DOM
For further info. please contact:
EMBASSY - O. MUGHRABI

- iv) Project Name: BAHRAINI BATELCO HQ AND ENGINEERING
Approximate Value: \$ 60 M
Financing Source: 012 DOM
For further info. please contact:
EMBASSY - B. POUND

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
CANADIAN COMPANIES ARE ALREADY ESTABLISHED BUT FAIL TO DO SUFFICIENT MARKET ANALYSIS, FOLLOWING UP AND MARKET VISITS AGAINST THOUGH AND INTENSE COMPETITION.

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:

- aggressive marketing on the part of Canadian Exporters
- 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