

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: RIYADH

Market: SAUDI ARABIA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Limited appreciation/understanding of distribution system
- NOT ALL CDN PRODUCTS CONFORM TO
- CCITT SPECIFICATIONS.

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

Activity: SEMINAR ON CDN CAPABILITY IN RURAL TELECOMMUNICATIONS
Expected Results: NORTHERN TELECOM AND SR TELECOM TO OBTAIN CONTRACTS

Activity: SUPPORT FOR SPECTRUM MANAGEMENT PROPOSAL AT PTT
Expected Results: OBTAIN CONTRACT

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: INFO BOOTH AT SAUDI COM 90 (RIYADH) JAN 28 - FEB 1, 1990
Expected Results: GENERATE 20 SOURCING LEADS, I.D. 5 NEW AGENTS

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

Activity: MINT MARKET STUDY OF TELECOMMUNICATIONS SECTOR
Expected Results: RAISE AWARENESS OF MARKET OPPORTUNITIES IN KSA

Activity: ESTABLISH STRONG AGENTS FOR PACKET SWITCH MANUFACTURER
Expected Results: SALES IN 1990 WHEN SERVICE INTRODUCED

Activity: INTRODUCE CDN TEST EQUIPMENT
Expected Results: ESTABLISH LOCAL AGENTS

Activity: ESTABLISH DEMO SYSTEM FOR CDN SATELLITE COMMUNICATIONS
Expected Results: OBTAIN REQUEST TO BID PROPOSED MFA LINK