REPORT 4 89/10/10

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FISCAL YEAR 88 FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :348-KUWAIT

011-01L & GAS EQUIPMENT, SERVICES KUWAIT

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO MEET WITH HIGH LEVEL OFFICIALS IN ALL GULF OIL COMPA- ENCOURAGE COMPNAIES, PARTICULARLY FROM NIES IN ORDER TO PROMOTE CANADIAN CAPABILITIES.

INTRODUCE NEW EXPORTERS TO AGENTS, OIL COMPANIES.

ENCOURAGE OIL COMPANIES TO SEND EMPLOYEES FOR TRAINING IN CANADA

SECTORAL REPORT TO BE DISTRIBUTED TO CANADIAN EXPORTERS

ALBERTA TO DO MORE PROSPECTING IN AREA.

FIVE NEW AGENCY AGREEMENTS

LONG TERM PROGRAM TO INCREASE AWARENESS OF CANADIAN INDUSTRY AND CAPABILITIES.

INCREASED FAMILIARITY WITH MARKET ENCOURAGING MORE FREQUENT MARKET VISITS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 VISITORS TO NPS

QUARTER: 2 CERI Conference.
Follow up to NPS.

QUARTER: 3 Introduce new exporters to market. Meetings with select executives in local oil coys.

QUARTER: 4 Introduce New Exporters to agents and oil companies.

QUARTERLY RESULTS REPORTED:

THE POST INVITED 5 LOCAL 0&G SECT OFFICIALS FM ALL GULF COUNTRIES. SEVERAL LOCAL BUSINESS PEO-PLE ALSO VISITED THE SHOW AT THEIR OWN EXPENSE. REPORTS FM RETURNING VISITORS TO NPS CONFIRM THAT IT IS 1 OF PREMIER O&G SHOWS IN WORLD.

Bldg. on attendance at last year's conf., post undertook major promo'l campaign which succeeded in attracting attendees from Gulf. Post visited & debriefed all invitees to NPA (7) & ensured Cdn cos were following up on opportunities.

Post is actively recruiting attendance at M.E. Oil Show. As result, anticipated part'n is up 400% over last year's event. As follow up to N.P.S., Post has maintained ongoing contact with oil officials. Several projs have been uncovered

12 Canadian companies participated at middle east oil and gas show (MEOS). DEA Booth provided focal point for Canadian presence