

## Export and Investment Promotion Planning System

MISSION: 348 KUWAIT

COUNTRY: 311 KUWAIT

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 financing from Canada
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: MEETINGS WITH KEY DECISION MAKERS A KUWAIT OIL COMPANY, KUWAIT NATIONAL PETROLEUM COMPANY, KUWAIT PETROLEUM COMPANY TO DETERMINE VALUE OF SIGNIFICANT O & M OPPORTUNITY.

Results Expected: ESTABLISH INVENTORY OF MAINTENANCE AND REPLACEMENT OPPORTUNITIES FOR CDN SUPPLIERS. WHILE MAJOR PROJECTS ARE FEW O & M POTENTIAL IS SIGNIFICANT.

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

Activity: ENCOURAGE VISITS BY CANADIAN EXPERTS IN NEW, EFFICIENT PRODUCTION EXPLORATION TECHNIQUES.

Results Expected: ENHANCE REPUTATION OF CANADIAN EXPERTISE, CAPABILITIES.