

Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

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

- approval of technical standards can present problems in the case of some imported products

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
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:

NOT ALL CANADIAN PRODUCTS CONFORM TO CCITT SPECIFICATIONS.

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
- competitive export pricing for this market
- strong sectoral capability in Canada

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

Activity: SUPPORT EFFORTS BY BELL CANADA INTERNATIONAL TO RENEW ADVISORY CONTRACT TO SAUDI TELECOM.

Results Expected: SIGNING OF CONTRACT.

Activity: SUPPORT SR TELECOM PROPOSALS FOR RURAL RADIO SYSTEM.

Results Expected: SALE OF FIRST SRT SYSTEM TO PTT.

Activity: CONTINUE SUPPORT FOR SPECTRUM MANAGEMENT PROPOSAL AT PTT.

Results Expected: OBTAIN CONTRACT.

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: ESTABLISH STRONG AGENTS FOR PAQUET SWITCH MANUFACTURER.

Results Expected: SALES IN 1989 WHEN SERVICE INTRODUCED.