

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: RIYADH

Market: SAUDI ARABIA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited Canadian capabilities
- Market prospects have not been adequately explored

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

Activity: INCREASE TRAINING OF SAUDI MEDICAL STAFF IN CDA
Expected Results: INCREASE NUMBER OF TRAINEES TO 500 BY 1991

Activity: FOLLOW-UP ACTIVITIES IDENTIFIED BY JEC
Expected Results: 3 TRAINING CONTRACTS

Activity: FOLLOW-UP CONCLUSION OF 2 PROPOSALS CONCERNING HEALTH CARE
Expected Results: 2 CONTRACTS

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

Activity: MARKET SURVEY WILL BE PREPARED FOR DISTRIBUTION
Expected Results: TO STIMULATE THE INTEREST OF CDN SUPPLIERS BY PROVIDING INFO ON MARKET OPPORTUNITIES

Activity: STRENGTHEN CONTACTS-MINISTRY OF INTERIOR-SEARCH & RESCUE
Expected Results: 25 TRAINEES

Activity: STRENGTHEN CONTACTS-INSTITUTE OF PUBLIC ADMIN. PROMOTE TRAIN
Expected Results: 3 TRAINEES

Activity: DEVELOP CONTACTS BETWEEN MOT & CDN COLLEGES TRAIN POLICE/PER
Expected Results: 4 TRAINEES