

policies, particularly such initiatives as Jerusalem. They hold the view that their economic strength, which they are prepared to utilize, warrants even-handed consideration. At the same time, Saudi regulations regarding Arab boycott requirements should be treated with considerable care. Saudi authorities react very favourably to visits by ministers and small missions which receive a warm reception. These missions are useful in advancing substantial projects or bringing new proposals from the Saudis to the fore.

#### Canadian Trade Development Instruments

Saudi Arabia is Canada's leading trade partner in the Middle East and should remain so for a considerable period of time given the unexploited potential in the marketplace. In support of trade expansion, there are a number of federal government instruments that are available to exporters to enhance their market penetration. These are:

- i) individual business visits with prior guidance from the Middle East Division as to market opportunities and business practices, complemented by visit schedules and appointments arranged by the Canadian Embassy in Jeddah;
- ii) participation in Saudi trade fairs with provincial or federal government support under PEMD C; six or eight such trade show participations will be supported in 1982-83;
- iii) specifically-directed trade missions, organized either provincially or federally, supported by appointment schedules and guidance from Embassy trade officers;
- iv) support under auspices of Joint Economic Commission, which meets irregularly, to obtain overview of Saudi macro-economic considerations in conjunction with Canadian supply capability;
- v) support for new business or large project opportunities by ministerial visits; Prime Minister Trudeau's visit to Saudi Arabia in November 1980, the Honourable Ed Lumley's visit in April 1981, and the visit of the Honourable Marc Lalonde in January 1982 all had a broad trade content. Further such high-level visits are available when opportunities warrant;
- vi) provincial ministerial missions will also serve to emphasize to Saudi officials particular regional focus.