

and energy transmission. All of these sectors are considered priorities by Canadian trade missions in the region, and are likely to present viable business opportunities to active Canadian exporters.

Services exports, estimated at several million dollars per year, represent a significant part of Canadian sales to the Middle East. Consulting engineering in the oil and gas and the power generation sectors has traditionally accounted for most of these exports. Nevertheless, Canadian expertise is gradually being recognized in such diverse fields as environment, livestock management, dairy genetics, architectural services, education, training, geomatics and financial services.

The major potential market sectors by country are:

- **Iran:** As the second-largest Canadian market in the region, Iran offers the best prospects in the agriculture and oil and gas sectors. Strong potential also exists in the transportation, high-technology and educational sectors.
- **Israel:** Canadian exports cover a full range of goods, including commodities, manufactured goods and advanced technologies. Other interesting prospects are information technologies and telecommunications, transportation, biotechnologies, environment and power generation. Significant opportunities also exist for greater joint venture co-operation.
- **Jordan:** Opportunities exist in telecommunications, agri-food industry, mining equipment and services, industrial machinery and transportation.
- **Lebanon:** A major reconstruction effort estimated at \$10 billion over the next 10 years offers a number of business opportunities to Canadian firms in the areas of telecommunications and related technology, energy, health products and services, and construction.
- **Saudi Arabia:** Saudi Arabia represents Canada's primary market in the Middle East. Contracts of several billion dollars are being actively pursued by Canadian firms in the fields of telecommunications and advanced technologies, security products, transportation, agriculture and food products, mining and mineral equipment, oil and gas and services.
- **Syria:** Interesting potential exists in transportation, mining, industrial machinery, oil and gas, aeronautics, telecommunications and power generation.
- **Kuwait:** Sectors offering potential for Canadian sales include transportation, security equipment and services, agri-food, geomatics, telecommunications, oil and gas, health care, and power and energy.
- **United Arab Emirates (UAE), Oman, Qatar, Bahrain:** The UAE and Qatar are seeking Canadian technology in the petrochemical sector. Opportunities also exist in agriculture and telecommunications, as well as in education and training services, defence products, transportation, construction and oil and gas. In April 1993, a Canadian consulate was opened in Dubai to better serve Canadian companies pursuing opportunities in the region. In Oman, potential exists in the fishing industry for sales of fishing vessels, port facilities, equipment and related services.

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