

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).

- the degree of import duty protection of local industry tends to be moderate

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
- non-tariff protectionist measures which are difficult to overcome

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 suggests that sourcing tools currently available to them have some limitations in particular:

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

Activity: URGE ALBERTA GOVERNMENT TO INVITE AGENTS TO TRADE SHOWS IN CANADA

Results Expected: DEVELOP DIRECT CONTACTS BETWEEN CANADIAN AND SAUDI FIRMS.

Activity: CONVINCE CANADIAN PIPELINE TECHNICAL COMPANIES TO BE MORE AGRES-SIVE.

Results Expected: SALE OF SCADA AND OTHER PIPELINE TECHNOLOGIES

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: DELEGATION OF AGENTS TO NPC IN CALGARY, JUNE 88.

Results Expected: IDENTIFY AND SEND SAUDI REPS TO NPC '88.