

Export and Investment Promotion Planning System

MISSION: 339 ABU DHABI

COUNTRY: 328 UNITED ARAB EMIRATES

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

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:

- No factors reported by mission

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

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

Activity: REINFORCE CANADIAN REPUTATION AND INCREASE AWARENESS OF CANADIAN PRODUCTS IN SECTOR.

Results Expected: TO OBTAIN INCLUSION OF CANADIAN COMPANIES ON BIDDING LISTS.

Activity: INTRODUCE MAJOR CANADIAN SUPPLIERS OF ELECTRONICS MATERIAL TO POTENTIAL LOCAL AGENTS/DISTRIBUTORS IN AREA.

Results Expected: FOR CANADIAN COMPANIES TO PREGUALIFY FOR FUTURE BIDS.