

## 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 low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- the apparent limited sectoral capability in Canada compared to other competing export countries
- other factor(s) described by the Trade Office as follows:  
LACK OF HIGH LEVEL POLITICAL CONTACTS

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
- Canada's position as one of the few major sources of international supply

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: PROMOTION OF AVELEX/ARABASCO AGENCY AGREEMENT

Results Expected: 0.5 MILLION SERVICES/PARTS WORK

Activity: PRESENTATION OF DASH 7/DASH 8 ROUTE STUDY TO SAUDI AIRLINES

Results Expected: LEASE OF DASH 7 - VALUE \$1 MILLION

Activity: CONVERT CURRENT LEASE OF VIP CHALLENGER 601 INTO PURCHASE AGREEMENT.

Results Expected: VALUE \$ 12 MILLION

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: DEMONSTRATION OF DASH 7 TO SAUDI

Results Expected: SALE OF TWO UNITS. PROBABILITY OF SUCCESS  
30% - VALUE \$20 MILLION