

## Canadian Companies Should Maintain Momentum in Exporting to Syria's Rich Oil, Gas Sectors

"Unaffected by the Gulf crisis, Syria's overall economic situation is steadily improving — fuelled by a boom following recent oil and natural gas discoveries," says a report from the post in Amman, Jordan.

Indeed, in the past 18 months, Canadian exporters have been increasingly successful in this market, with Canadian goods exports growing by over 350 per cent. Canadian services exports have grown substantially, to an estimated \$20 million annually.

And, while some Canadian companies are active in Syria's oil and gas sector and several have estab-

lished offices in the country, Canadian oil and gas equipment and services exports account for only a small portion of a market that is estimated to be worth more than US\$500 million annually.

This discrepancy, the report suggests, could be due to the perceived "situation in the Gulf which has caused many exporters with excellent potential in the region to curtail activities" — when, in fact, the momentum should be sustained.

That's because "the outlook is decidedly optimistic," says the report, "creating a plethora of opportunities for Canadian export-

ers of oil and gas exploration and production equipment and services — in addition to widespread opportunities in other sectors."

Those other sectors — strongly supported by the Government of Syria and the country's adept private sector — include agricultural equipment and services, industrial equipment, commodities such as fertilizers, industrial chemicals and resins, and wood, pulp and paper.

Also in constant demand by both public and private sectors are iron and wood working machinery, laboratory materials and tools, computer systems and software, and telecommunications equipment.

However, oil and gas remains "the single most vibrant sector", with purchases — of exploration and production equipment and services, seismic and engineering services, well drilling/servicing/logging machinery and equipment, and gas pipeline construction — by local and foreign multinational firms normally being made through international tenders sent to prequalified suppliers.

And you must be registered to benefit, advises the post, whose commercial section can provide guidance on registration procedures, agent selection and other relevant information. A full report on Syria's oil and gas sector can also be made available.

"It is not too late to mount a marketing effort," advises the report, "since all oil and gas companies active in Syria have an enormous appetite for equipment and services."

Interested Canadian suppliers to this industry are encouraged to contact — supplying brochures and specific enquiries — Mr. Shahid Museitif, Senior Commercial Officer, Canadian Embassy, P.O. Box 815403, Amman, Jordan. Telex: (Destination code 0493) 23080. Answerback: 23080 CANAD JO. Fax: (011-962-6) 689-227.

## Canadian Exporters, Investors Can Compete in Singapore's Growing Healthcare Industry

**Sectoral Analysis-Singapore Healthcare Products Industry**, a brochure prepared for the Canadian High Commission in Singapore, indicates the government intends to provide its population with preventive, curative and rehabilitative healthcare services and to transform Singapore into an international medical centre — creating opportunities for Canadian exporters and investors.

The healthcare products market basically consists of two categories: medical equipment (electro-medical, mechano-therapy, respiratory, orthopedic and x-ray) and pharmaceuticals and medicines (antibiotics, vitamins, natural food supplements).

Canada's share in the growing healthcare market in Singapore is relatively small. For example, in 1988, medical equipment imports from Canada amounted to S\$42,000, while imports of pharmaceutical products were valued at S\$2.1 million. Nevertheless, the report, in its future trends section, indicates that opportunities for Canadians do exist in this field. For instance:

- internationally reputed medical centres are being encouraged to set up branches in Singapore or form joint ventures with private or government hospitals — with tax incentives (eg. pioneer status) being made available to investors in this sector;
- Singapore allows 100 per cent foreign ownership of companies; there will be a continued demand for dialysis machines;
- medical equipment purchases (pulmonary and cardiotherapy equipment for heart disease, renal equipment and imaging equipment, electro-medical and basic hospital room equipment) are expected to continue; and
- the demand for western-type medicines will continue as Singapore moves away from its traditional herbal-type medicines.

The study also outlines the three basic ways of selling medical equipment in Singapore: sales through an appointed distributor or agent; sales through local equipment suppliers which are subsidiaries or branches of international medical equipment suppliers; and sales

*Continued on page 12— Singapore*