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## Mega opportunities in Middle East and North Africa

Canadian companies are sharing in a wide range of ambitious infrastructure, technology and construction projects throughout the Middle East and North Africa.

But what matters most, say Canadian companies doing business there, is people.

There's no denying the eye-popping size of investments—many with Canadian involvement. In Libya, work is well underway on a \$27-billion pipeline that will carry water 4,000 kilometres from fossil reserves in the south to populated cities on the northern Mediterranean coast. In the United Arab Emirates, Dubai's 500-acre "health-care city" blends high-quality medical care with residential housing and shopping.

Canadian companies are active players in this region of 20 countries, which boasts centuries-old cultures and escalating resource wealth to carry out supersize ambitions for economic diversification and social improvement. In the Arabian Peninsula, Canadian exports of goods climbed 42% between 1998 and 2004 to a total of \$1.3 billion, with exports of services and know-how adding up to a similar amount.

Canadian small and medium-sized firms and big corporations alike are cracking a wide range of markets from the Persian Gulf and the Levant to the Maghreb countries of North Africa.

In Libya, for example, the Great Man-made River Authority turned to Canadian entrepreneurs for

technology to spot flaws in pre-stressed concrete water pipelines.

In 2000, after early success in the U.S. market, Ontario-based Pressure Pipe



*It's no mirage: SNC-Lavalin dug 700-metre-deep wells in the Saharan desert to tap Libya's aquifers. Opportunities abound for other Canadian firms.*

Inspection Company caught the attention of the Libyan pipeline's project managers, who were plagued during the project's early phase by costly cracks and breaks in the underground line. "When we came in with solid technology that worked, we amassed a

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