

## Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

iii) Project Name: SET UP 31 TRAINING INSTITUTES FOR MEDICAL STAFF

Approximate Value: \$ 31 M

Financing Source: 012 DOM

For further info. please contact:

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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:

- a lack of interest in the market on the part of Canadian exporters
- market prospect which are relatively new and have not yet been explored adequately by 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:

- 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
- competitive export pricing for this market

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

Activity: PROMOTE CANADIAN EXPERTISE IN O. & M. OF MEDICAL EQUIPMENT IN KSA

Results Expected: OBTAIN FROM MOH HOSPITAL MANAGEMENT AN O. & M CONTRACT IN KINGDOM IN ASSOCIATION WITH LOCAL CO.

Activity: LOBBY KSA AUTHORITIES TO INVITE CDN COMPANIES TO PARTICIPATE IN MEDICAL TRAINING PROJECTS OF MOH.

Results Expected: TWO INVITATIONS TO BID.