

## Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

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
- use of Canadian Government export promotion activities
- competitive export pricing for this market

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.

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: PREPARE MARKET SURVEY TO IDENTIFY EXPORT POTENTIAL FOR CANADIAN CONSUMER GOODS GIVEN COMPETITIVE EXCHANGE RATE.

Results Expected: IDENTIFY SPECIFIC CONSUMER PRODUCTS WITH GREATEST EXPORT POTENTIAL.

Activity: PROMOTE COMPETITIVE PRODUCTS WITH MAJOR SAUDI TRADING HOUSES THROUGH PERSONAL CONTACTS, PARTICIPATION IN LOCAL TRADE FAIRS AND INCOMING/OUTGOING MISSIONS.

Results Expected: FAMILIARIZE SAUDI BUYERS WITH COMPETITIVE CANADIAN PRODUCTS.