

Marketing of Canadian Educational Services:

The post September 11 environment provides a significant opportunity to enhance the profile of Canadian educational services, especially Canadian universities and technical training institutions. For a variety of reasons, many residents of the Gulf are seeking alternatives to US and UK institutions and Canada is extremely well-placed to meet this demand. Accordingly, a major marketing push for Canadian educational services could result in a major increase in Gulf students studying in Canada.

Investment Promotion:

Highlighting investment opportunities in Canada should be a trade communications priority. Some investors in the region are seeking alternatives to US investments, and Canada is strategically placed to respond to these investment needs. Canadian real estate has become particularly attractive for many Gulf investors.

Development Cooperation:

CIDA should reestablish consultations and linkages with the Jeddah-based Islamic Development Bank. Although co-financing of projects remains a possibility (the IDB currently undertakes co-financing with French aid agencies) the emphasis should be establishing a long-term policy dialogue. As the world's premiere Islamic development finance institution, and a major development actor in Africa, a priority region for Canadian development efforts, there are many areas of mutual policy interest.

Expand Personal Exchanges:

Working with the Canada Arab Business Council, Industry Canada, and key Canadian companies with interest in the region, the Department should promote personal exchange activities, focusing on youth and commercial areas of mutual interest.

Provincial Linkages:

Encourage greater provincial trade and political representation and visits in the region. This could be done through DFAIT representatives in the ITCs and through Federal-Provincial coordination.