

Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

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

Activity: FOLLOW-UP ON PCA/IAP GENERAL AMIN'S VISIT TO CDA TO IMPROVE MKTG OF CDN COYS FOR RANGE OF AIRPORT NAV SYSTEMS AND O & M SERVICES.

Results Expected: EXCHANGE OF TRANSPORT CDA ADVISORS/PCA STUDENTS. INVITATION TO BID AIRPORT CONSULTIN AND O & M SERVICES.

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: INITIATE PROMOTION OF MICROWAVE LANDING SYSTEMS AS PART OF 7.7 iii.

Results Expected: ESTABLISHMENT OF SAUDI AGENTS AND SAUDI/PCA AWARENESS OF CAN TECHNOLOGY.

Activity: REQUEST TDE TO PROVIDE INFO ON CAN EW CAPABILITIES IN ORDER TO LAUNCH MAJOR PROMOTION AT RSAF.

Results Expected: ESTABLISH CAN IMAGE IN FOREFRONT OF RSAF PLANNING FOR FUTURE MAJOR PURCHASES.