I. MARKET OVERVIEW

Objective

A major theme of a paper "Canadian Export Strategy for the 1980s" is the introduction of greater focus and co-ordination to Canada's marketing efforts. As approved by the Cabinet Committee on Economic Development, a series of market development plans are being drafted for Canada's priority markets. A central element of the exercise is a two-to-three-year action plan for each country. This document sets out an export market development plan for Saudi Arabia through:

i) creating a strategy framework to guide the actions and resources of the federal government in providing an effective program of assistance to, and an environment for, Canadian export development in Saudi Arabia;

ii) elaborating a marketing plan to take advantage of the opportunities and to overcome the constraints facing Canadian exports to Saudi Arabia;

iii) providing a working document to use as the basis for discussions aimed at co-ordinating the marketing efforts of the federal government in co-operation with provincial governments and the private sector.

The major Canadian trade objectives in Saudi Arabia are:

i) to ensure an environment that will encourage the strengthening of the Canadian presence in Saudi's ambitious development program;

ii) to increase exports of goods and services at an amount sufficient to maintain or improve Canada's market share; and

iii) to pursue opportunities for investment, joint ventures and other forms of co-operation.

The overall strategy to assist the federal government in the allocation of resources for market development in Saudi Arabia and to co-ordinate its activities with those of the provincial governments and the private sector is summarized in the Action Plan outlined in the Executive Summary. The three-year framework for Saudi Arabia is designed to capitalize on opportunities and to overcome constraints affecting Canadian exports. As such, it incorporates recommendations arising from those priority-sector action plans, particularly where common instruments are proposed. Sector specific initiatives are dealt with in the individual sector strategies.