

Export and Investment Promotion Planning System

MISSION: 348 KUWAIT

COUNTRY: 311 KUWAIT

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- approval of technical standards can present problems in the case of some imported products

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
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
 - POOR TRANSPORT FROM CANADA WHICH INCREASES PRICE
 - SMALL LOT PURCHASES DISSUADES LARGER CANADIAN EXPORTERS
 - LITTLE MARKETING EFFORTS TO DATE 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
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- product/service information from Canadian companies

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

Activity: IDENTIFYING KEY PURCHASERS IN TERRITORY AND PROMOTE OVERALL CAPABILITIES

Results Expected: GREATER AWARENESS OF CANADA IN MARKET. INCREASED SOURCING REQUESTS

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: WORK CLOSELY WITH DRIE/IRPI TO IDENTIFY CANADIAN EXPORTERS INTERESTED IN MARKET AND CANADIAN PRODUCTS AVAILABLE

Results Expected: HAVE LIST OF EXPORT READY FIRMS TO MIDDLE EAST TO RESPOND TO INQUIRIES