

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: MIDDLE EAST

Mission: 319 DAMASCUS

Market: 325 SYRIA

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 011 OIL & GAS EQUIPMENT, SERVICES

REASONS: EXTENT OF SYRIAN NATURAL GAS RESERVES & REQUIREMENT FOR EFFECTIVE TECHNOLOGICAL SOLUTIONS TO BRING FIELDS INTO PRODUCTION OVER AS SHORT A TERM AS POSSIBLE OFFER ATTRACTIVE MARKET PROSPECTS FOR CDN FIRMS.

2. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: EMERGENCE OF MIXED PUBLIC/PRIVATE SECTOR AG FIRMS OFFER PROSPECTS FOR FARM MANAGEMENT OF JOINT VENTURE AGREEMENTS WITH CDN COUNTERPARTS. EMPHASIS UPON CEREAL GRAINS PROD. & CATTLE BREEDING FIT WELL WITH CDN

3. 005 COMM. & INFORM. EQP. & SERV

REASONS: EXPANSION & IMPROVEMENT OF TELECOM AND DATACOM SERVICE WITHIN BOTH GOV'T & PRIV. SECTOR ARE AN INCREASING PRIORITY IN SYRIA'S LONGER TERM DEVELOPMENT. THIS WILL BE HIGH GROWTH SECTOR ONCE OVERALL ECONOMIC

4. 009 FOREST PRODUCTS, EQUIP, SERVICES

REASONS: CONTINUED EXTERNAL PROCUREMENT BY SYRIA OF NEWSPRINT & FINE PAPER REQUIREMENTS OFFERS SCOPE FOR ENHANCED CDN EXPORTS TO MKT. PULP MILLS IN SYRIA OFFER LONG TERM POTEN. FOR EQUIP. & SPEC. SERVICES IF EXTERNAL

5. 013 CONSUMER PRODUCTS

REASONS: REQUIREMENT FOR CONTINUED PROCUREMENT OF BASIC COMMODITIES SUCH AS FOOD PRODUCTS PHARMACEUTICALS VETERINARY PRODUCTS CHEMICALS & OTHER RAW MATERIALS WILL CONTINUE TO DRAW ATTENTION OF LOCAL AGENTS OF CDN

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 001 AGRI & FOOD PRODUCTS & SERVICE
2. 011 OIL & GAS EQUIPMENT, SERVICES
3. 005 COMM. & INFORM. EQP. & SERV
4. 009 FOREST PRODUCTS, EQUIP, SERVICES
5. 013 CONSUMER PRODUCTS