

Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

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

- the degree of import duty protection of local industry tends to be moderate
- 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
- the unsuitability of Canadian products for this market
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

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

Activity: DEVELOP SCECO CENTRAL TRAINING PROGRAMS WITH ONTARIO HYDRO.

Results Expected: PLACE SAUDIS IN CANADA FOR TECHNICAL AND MANAGEMENT TRAINING.

Activity: DEVELOP CONTACTS AT OTHER ELECTRICAL UTILITIES.

Results Expected: PLACE SAUDIS IN CANADA FOR TECHNICAL AND MANAGEMENT TRAINING.

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: TOUR NORTHERN ELECTRICAL UTILITIES.

Results Expected: RAISE INTEREST IN CANADIAN PRODUCTS AND SERVICES. INTEREST REGIONAL UTILITIES IN TRAINING.