

## Export and Investment Promotion Planning System

MISSION: 339 ABU DHABI

COUNTRY: 328 UNITED ARAB EMIRATES

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:

- support provided by the PEMD program
- use of Canadian Government export promotion activities
- 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:

- 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: UNDERTAKE DISTRIBUTION OF CANADIAN FISH DIRECTORY IN UAE AND OMAN

Results Expected: INCREASED EXPORTS.

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: INTRODUCE INTERNATIONAL CENTRE FOR OCEAN DEVELOPMENT (ICOD) TO OMANI FISHING INDUSTRY.

Results Expected: DETERMINE PROSPECTS FOR ICOD TRAINING OF OMANIS AS ENTRY FOR CANADIAN EQUIPMENT.