

## Export and Investment Promotion Planning System

MISSION: 348 KUWAIT

COUNTRY: 311 KUWAIT

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: CATALOGUE SHOW AT UNIVERSITY OF KUWAIT MEDICAL SCHOOL TO PROMOTE CANADIAN PRODUCTS.

Results Expected: INCREASE AWARENESS AND DEMAND FOR CANADIAN PRODUCTS NOW FINDING INCREASED FAVOUR WITH KUWAIT AUTHORITIES.

Activity: TARGET AND MEET KEY EDUCATION DECISION MAKERS.

Results Expected: ENCOURAGE VISITS TO CANADIAN EDUCATION/ GOVERNMENT INSTITUTIONS TO INCREASE KNOWLEDGE OF CANADIAN PRODUCTS AND SERVICES.