

RPTR2

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: DAMASCUS

Country: SYRIA

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

1. OIL & GAS EQUIPMENT SERVICES
DEVELOPMENT OF SYRIAN NATURAL GAS DEPOSITS & PRESENCE OF MULTI-NAT'L CONTRACTORS IN SYRIA OFFERS SCOPE FOR EXPORTS OF PRODUCTS & SERVICES REQUIRED IN EXPLORATION & PRODUCTION SERVICES. MULTI-NATIONALS DO NOT REQUIRE PROJECT FINANCING AND PROCURE THROUGH INTERNATIONAL COMPETITIVE BIDDING.
2. AGRI & FOOD PRODUCTS & SERVICE
AGRICULTURE IS SINGULAR PRIORITY FOR GOVT. ALTHOUGH SECTORAL DEVELOPMENT IS HAMSTRUNG BY LACK OF FINANCING. MIXED COMPANIES ARE LONG-TERM CLIENTS FOR EQUIP AND SERVICES FROM ABROAD. CDN SEED POTATOES TO BE INTRODUCED TO MARKET IN 1989-90.
3. ADVANCED TECH. PROD. & SERV
EXPANSION BY GOVT. OF TELEPHONE AND DATA-LINK SYSTEMS REMAIN MEDIUM TERM PRIORITIES. LACK OF FINANCING HAS POSTPONED PROJECTS SINCE 1987.
4. FOREST PRODUCTS EQUIP. SERVICES
NEWSPRINT AND FINE PAPER IMPORTS HAVE REMAINED SOLID SALES OPPORTUNITIES FOR CDN FIRMS DESPITE DIFFICULT LOCAL ECONOMIC CONDITIONS. ADDITIONAL SALES ARE POSSIBLE.
5. CONSUMER PRODUCTS & SERVICES
MEDICAL PRODUCTS (HUMAN AND ANIMAL) HAVE BEEN ONE OF FEW CONSUMER PRODUCTS EXEMPTED FRM GOVT. IMPORT PROHIBITIONS. CDN FIRMS REMAIN REPUTABLE SUPPLIERS. FAVOURED OVER FAST BLOC COMPETITORS.

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

1. AGRI & FOOD PRODUCTS & SERVICE
2. OIL & GAS EQUIPMENT SERVICES
3. CONSUMER PRODUCTS & SERVICES