Canadian Vacuums Clean Up in Saudi Arabia

Canada's leading built-in cleaner systems have been keeping Saudi Arabian houses, hospitals and businesses clean and dust free since 1977 and more are on the way. Over a quarter of a million dollars' worth of Canadian-made Beam vacuum cleaner systems are now being shipped to Saudi Arabia by Overseas Projects Corporation of Canada Limited, an Ottawa-based trading company.

Dieter Hollweck, president of Overseas Projects, has been working with Saudi Arabian businesspersons since 1977 and attributes much of the company's success to experience.

The Saudi partner for the sale of Beam Canada vacuum cleaner systems is Abdullah Al-Moajil, a member of one of the country's leading trading families. Mr. Al-Moajil is giving the Canadian product a major marketing launch which includes street signs, full-page advertising in leading Saudi newspapers, plus exhibits in the largest building exhibitions and home shows in the Middle East.

Source: Release, Overseas Projects Corporations of Canada Limited, 1987.

This story captures the essence of supply marketing. A manufacturer approaches a trading company not merely to "sell" abroad on occasion but rather to develop a lasting presence in foreign markets. The challenge offered to the trading company has a broad focus which includes the following facets:

- finding, selecting and evaluating potential clients;
- identifying their needs and product adaptation requirements;
- mastering their business customs, building an atmosphere of trust and respect;
- developing a market entry strategy together with distribution support and promotion.

Overseas Projects and Beam Canada have both profited from their partnership. In return for the rights to market Beam products, Overseas Projects supplied experience, foreign contacts, market knowledge and seed money for development. It adapted Beam products to meet foreign market demands and then designed and implemented a complete marketing campaign and distribution system at minimal cost to the manufacturer.