

- Because of our heightened bilateral aid program, Canada's visibility in Jordan has been greatly enhanced, contributing to much of our recent commercial activities. Trade and investment development priorities will continue to parallel our aid program, especially in industrial cooperation.
- Priority areas of exporter opportunities will continue to be in telecommunications, agro-industry, mining and mineral equipment and services, industrial machinery and construction, and transport.

Lebanon

- Lebanon is currently experiencing its longest period of peace in two decades. Expectations are high that Lebanon is poised for a rebound as our increasing level of exports would seem to confirm. Canadian exports to Lebanon have steadily increased over the past several years to almost \$14 million in 1991, and over \$25 million for 1992.
- Lebanon is currently embarking on a massive reconstruction effort after 16 years of conflict. Anticipated western and Arab aid is beginning to materialise with agreements worth over \$300 million signed since August 1992.
- This market should be looked at for its medium to long-term potential. Priorities will be in telecommunications, energy, power generation and distribution, health products and services, and construction.
- Selective EDC support on IFI-funded projects will be crucial for Canadian exporters to bid on many international tenders expected in infrastructure reconstruction.

Saudi Arabia

- Canadian exports to Saudi Arabia totalled over \$375 million in 1992, and promise to show a dramatic rise over the next few years as contracts are won by Canadian firms on some \$4 billion worth of projects currently being pursued.
- General priority is given to sectors which include: telecommunications with a planned one-million plus telephone line expansion; security products; agriculture and food products; mining/mineral equipment; the service sector, with generous incentives for joint ventures; transportation; lumber and paper products; and aerospace.
- Over the next few years there are a number of projects planned for the oil field and oil refinery expansion that will require a wide range of consulting engineering services and large quantities of equipment and supplies.
- In 1992, Canada signed a Memorandum Of Understanding on bilateral defence industrial cooperation to facilitate the exchange of information between the two countries in defence R&D and production and to boost defence trade.
- The seventh Canada/Saudi Joint Economic Commission is tentatively scheduled for November, 1993 in Riyadh. This official bilateral meeting will bring together business persons and government officials from five key sectors: Education, training and health care, telecommunications, mining, geomatics, and transportation.

Syria

- Syria's participation with the coalition forces during the Gulf War and a more open attitude to the West has meant that Syria is now benefiting from over \$ 3 billion in Arab investment funds to undertake agricultural, telecommunications, and infrastructure projects.
- Canadian exports of over \$10 million in 1991 and over \$11 million in 1992 have increased steadily as more Canadian exporters access the growing opportunities in this market. In January 1993, a single sale of 700 GM pick up trucks for \$10 million doubled our exports with this market over night and is a sign of the potential to come.
- Easing of restrictions on investment laws have resulted in implementation of projects in virtually every sector including mining, transport, and industrial machinery.