

## Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

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:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market

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.

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: SURVEY OPPORTUNITIES FOR PACKAGING MACHINERY.

Results Expected: IDENTIFY MARKET POTENTIAL FOR CANADIAN SUPPLIERS.

Activity: EXPLORE WITH ENVIRONMENT CANADA/SAUDI OFFICIALS POSSIBILITY OF COST-RECOVERABLE ASSISTANCE TO ESTABLISH WASTE MANAGEMENT POLICIES AND REQUIREMENTS AS JEC PROJECT.

Results Expected: ENCOURAGE SAUDIS TO ADOPT CANADIAN WASTE MANAGEMENT STANDARDS AND EQUIPMENT.

Activity: IDENTIFY CANADIAN COMPANIES WHO CAN OFFER INTERGRATED PACKAGE OF SERVICES & EQUIPMENT FOR TREATMENT OF MUNICIPAL/TOXIC WASTES.

Results Expected: TO INTRODUCE CDN. SUPPLIERS TO THIS MARKET

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: DEVELOP CLOSER CONTACTS WITH SIDF, THE MINISTRY OF INDUSTRY, INDUSTRIAL DEVELOPMENT DIVISION.

Results Expected: IDENTIFY PRIORITY PRODUCTS FOR LOCAL PRODUCTION.