

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:

- support provided by the PEMD program
- use of Canadian Government export promotion activities
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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

Activity: FOLLOW UP MEETING OF JEC TECHNICAL SUBCOMMITTEE TO IDENTIFY SPECIFIC OPPORTUNITIES FOR COOPERATION IN THE MINING SECTOR.

Results Expected: IDENTIFY OPPORTUNITIES FOR PLACEMENT OF PUBLIC AND/OR PRIVATE SECTOR EXPERTS WITH DGMR.

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 LIST OF POTENTIAL JV PARTNERS FOR MINING PROJECTS.

Results Expected: FACILITATE CANADIAN INVESTMENT IN MINING SECTOR.

Activity: WORK WITH MINERAL RESOURCES DIRECTORATE TO IDENTIFY AND FACILITATE RECRUITMENT OF CANADIAN CONSULTANTS TO ASSIST REORGANIZATION OF DGMR.

Results Expected: RECRUITMENT OF CANADIAN CONSULTANTS TO WORK IN DGMR.