

REPORT 4B
87/10/28

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 347-RIYADH

SAUDI ARABIA

QUARTER: 1

001-AGRI & FOOD PRODUCTS & SERVICE
AGRICULTURAL MISSION

VISITED MAJOR FARMS IN KINGDOM, COMPANIES NOW
HAVE DIRECT CONTACT WITH END CLIENT.

001-AGRI & FOOD PRODUCTS & SERVICE
SAUDI AGRICULTURE 87

CDN COMPANIES MADE PRESENCE KNOWN IN MARKET,
MAJOR POTENTIAL FORESEEN IN AREAS OF PEAT
MOSS, SEMEN, SEED EQUIPMENT.

008-TRANSPORT SYS, EQUIP, COMP, SERV.
ENCOURAGE CDN AUTO PARTS COMPANIES TO ESTABLISH
SAUDI/CDN AUTO PARTS DISTRIBUTION CENTERS THROU-
GHOUT THE KINGDOM.

IDENTIFIED & INTRODUCED SIYANAH OF RIYADH AS
PROSPECTIVE PARTNER TO CDN TEAM. SAUDI PARTNERS
WILL VISIT CANADA IN JULY TO FINALIZE THE DEAL.

014-EDUCATION, MEDICAL, HEALTH PROD
INTRODUCE CANADIAN EQUIPMENT SUPPLIERS OF
DISPOSABLES TO KSA.

SIGNATURE OF AGENCY AGREEMENT CARDIO-MED/BASSAM
TRADING. HAVE INTERESTED MAJOR TRADING COMPANIES
IN TERRITORY TO CANADIAN EXPERTISE FOR UPCOMING
TENDERS.

014-EDUCATION, MEDICAL, HEALTH PROD
PROMOTE CANADIAN TRAINING FACILITIES TO MODA/MI-
NISTRY OF INTERIOR, CIVIL DEFENSE/GOTEVOT/ARAB
CENTER FOR SECURITY STUDIES AND TRAINING (ACSST)

PROMISE THAT 2 OFF. WOULD ATTEND OND MEDEVAC COURSE
THIS SUMMER. HAVE INTERESTED MIN. OF INT. CIVIL
DEFENSE TO CODE GROUP PACK. TRAINING IN CDA. OBTAINED
COMM. FM GOTEVOT TO SEND OFF. ON TRAINING.
ACSST TO BEGIN DISCUSSION WITH ONT. PROV. POLICE.

017-SERVICE INDUSTRIES
TOURISM: PROMOTE CANADA AS A TOURIST DESTINATION

DISTRIBUTION OF TOURISM PROMOTION MATERIAL TO
MOST IMPORTANT TRAVEL AGENCIES IN KSA AND
ARRANGE FOR PACKAGE DEALS TO BE DEVELOPED BY
AIRLINES & TRAVEL AGENTS FOR 1988.