

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUWAIT

Market: KUWAIT

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- Performance of local agent or representative
- INFREQUENT VISITS FAILURE TO
- PURSUE OPPORTUNITIES

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: TRAINING/EDUCATION EQUIPMENT & SERVICES REPORT ON GULF  
Expected Results: INCREASED MARKET AWARENESS OF POTENTIAL OPPORTUNITIES.

Activity: ENCOURAGE MINISTER OF HIGHER EDUC TO VISIT QNT  
Expected Results: GRATEFUL SENIOR LEVEL AWARENESS OF CANADIAN CAPABILITY.

Activity: PREPARE SUMMARY OF CDN COMM COLLEGES & UNIVERSITY SITUATION  
Expected Results: USEFUL MARKETING TOOL DEVELOPED FOR COMPLEX CANADIAN SUPPLIER SITUATION.

Activity: CONDUCT BRIEFINGS REGULARLY ON CANADIAN UNIVERSITY/COLLEGE  
Expected Results: INCREASE NUMBER OF STUDENTS ATTENDING POST-SECONDARY SCHOOL IN CANADA.