

Export and Investment Promotion Planning System

MISSION: 348 KUWAIT

COUNTRY: 311 KUWAIT

Projects or portion of projects which are still in the planning stage and for which Canadian companies might have reasonable prospects.

ii) Project Name: INDUSTRIAL - SECURITY - EMERGENCY RESPONSE

Approximate Value: \$ M

Financing Source:

For further info. please contact:

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- exports of certain products or services to this country are subject to Canadian export controls
- the degree of import duty protection of local industry tends to be low
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
 - COMPETITION IS INTENSE MUCH OF IT BASED ON HISTORICAL TIES.
 - DIRECT SALES ARE THE NORM REQUIRING FREQUENT VISIT AND LONG TERM COMMITMENT

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

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

Activity: ENCOURAGE CANADIAN EXPORTERS TO VISIT MARKET

Results Expected: INCREASED SALES

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: IDENTIFY SPECIFIC OPPORTUNITIES AND REPORT IN TIMELY MANNER.

Results Expected: GREATER PROJECT PURSUIT BY CANADIAN EXPORTERS