Export and Investment Promotion Planning System

MISSION: 339 ABU DHABI COUNTRY: 328 UNITED ARAB EMIRATES

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
- competitive export pricing for this market
- strong sectoral capability in Canada

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.

The Trade Office suggests that sourcing tools currently available to them have some limitiations in particular:

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

Activity: CONTRIVE TO PROMOTE BUILDING MATERIAL THROUGH POTENTIAL IMPORTERS

Results Expected: INCREASE MARKET PENETRATION.

Activity: CONTINUE TO ASSIST CANSULT IN UAE AND OMAN TO IDENTIFY AND PURSUE OPPORTUNITIES, ESPECIALLY $150 MILLION AL AIN UNIVERSITY PROJECT.

Results Expected: INCREASE CANSULT'S CHANCE OF WINNING CONTRACT

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: UTILIZE ARTHUR ERICKSON COMPANY UPCOMING PROJECT OFFICE PRESENCE TO PROMOTE ARCHITECTURAL AND DESIGN SERIES IN TERRITORY.

Results Expected: INCREASE ARTHUR ERICKSON BOOKINGS.