

RPTC1 TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: RIYADH

Market: SAUDI ARABIA

Factors for Canadian exports not reaching market potential:

- Limited appreciation/understanding of distribution system
- NEED TO LINK COMMERCIAL & POLITICAL
- CONTACTS.

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: PURSUIT OF CDN INVOLVEMENT IN FRONTIER FORCES PROJECT
Expected Results: SALE OF STOL AIRCRAFT AND AVIONICS

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

Activity: ESTABLISH PROMOTION PROGRAM FOR CI 277 AND CI 289
Expected Results: HAVE KSA DELEGATION VIEW DEMO IN CDA. ESTABLISH APPROPRIATE AGENT

Activity: UPDATE MINI MARKET STUDY ON DEFENCE PRODUCTS
Expected Results: CDN COMPANIES TO APPOINT AGENTS