

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUWAIT

Market: KUWAIT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PFMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- 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
- LACK OF INTEREST.

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

Activity: REMOTE SENSING REPORT
Expected Results: INCREASED MARKET AWARENESS.

Activity: INSTRUMENTATION REPORT
Expected Results: INCREASED MARKET AWARENESS.

Activity: FOLLOW UP TO TELECOM SEMINARS JAN 89 AND MECOM JAN 89
Expected Results: INCREASED SALES.