

Export and Investment Promotion Planning System

MISSION: 348 KUWAIT

COUNTRY: 311 KUWAIT

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

- there are import restrictions which can present significant problems
- 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

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

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
- support provided by the PEMD program
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- 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 limitations in particular:

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

Activity: MINISTRY OF DEFENCE & MINISTRY OF INTERIOR OF KUWAIT RELUCTANT TO MEET WITH FOREIGN REPRESENTATIVES GOVERNMENT OR PRIVATE. MARCH 87 MISSION MAY OPEN DOORS.

Results Expected: ESTABLISH INITIAL CONTACTS, REQUIREMENTS CAN BE ASCERTAINED.

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: CONTINUED ATTEMPTS TO MAKE CONTACTS.

Results Expected: MORE KNOWLEDGE OF SECTOR, INCREASE AWARENESS OF CANADIAN SUPPLIERS.