

Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

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: ENCOURAGE CDN PARTS COY TO ESTABLISH JT V PARTS DISTRIBUTION CENTRES.

Results Expected: INCREASED SALES

Activity: IDENTIFY & INTRODUCE CDN FIRMS TO THE MINISTRY OF INDS & PRIVATE FIRMS AS PROSPECTIVE PARTNERS FOR AUTO PARTS ASSEMBLY.

Results Expected: ESTABLISHMENT OF LONG TERM CDN SALES PRESENCE IN AN INCREASINGLY PROTECTIST MARKET.

Activity: INITIATE MARKETING OF TRUCK PARTS FOR MILITARY VEHICLES MARKET BY IDENTIFYING CLIENT REQUIREMENTS & PRINCIPAL SAUDI MAINTENANCE SUBCONTRACTORS.

Results Expected: PENETRATE MAJOR MILITARY MARKETS FOR FIRST TIME.