

- iii) Encourage companies to investigate market and identify specific opportunities under PEMD B.
- iv) Increase financial and human resources at post to handle increased demands for assistance by companies.
- v) Embassy will develop a list of potential Saudi partners and agents for interested Canadian companies.
- vi) Increase support for participation in trade shows through the use of PEMD C, to foster awareness of Canadian capability, and to provide the opportunity to meet potential Saudi partners and identify market opportunities.