

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: RIYADH

Market: SAUDI ARABIA

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

Activity: CONTACTS WITH AGENCIES TO INTRO. FURTHER CDN EXPERTISE & CO.
Expected Results: 2-3 AGENCY AGREEMENTS

Activity: CDN CO. TO BE INVITED TO PARTIC. IN TENDERS FOR MEDICAL EQPT
Expected Results: 2-3 AGENCY AGREEMENTS

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: HEALTH CARE PROPOSED MISSION TO CDA IN MAY 1989
Expected Results: INTRODUCE AGENTS AND POTENTIAL CUSTOMERS TO CDN SUPPLIERS

Activity: HEALTH CARE PROPOSED MISSION TO KSA - VISIT TO HEALTH SHOW
Expected Results: SIGN 2-3 AGENCY AGREEMENTS/J.-V.

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

Activity: WATCH FOR NEW TENDERS & INFORM CDN COMPANIES
Expected Results: TO ALLOW CDN COMPANIES TO PARTICIPATE IN UPCOMING TENDERS

Activity: CONTACTS WITH MAJOR PUBLIC SECTOR HOSPITALS I.D. NEEDS
Expected Results: IDENTIFICATION OF AND SALES IN NICHE MARKETS

Activity: ENCOURAGE CDN CO. TO PARTICIPATE IN MIDDLE EAST MEDICARE
Expected Results: INITIATE SALES AND AGENCY AGREEMENTS