

## MIDDLE EAST AND THE MAGREB:

### REGIONAL ASSESSMENT

The Middle East essentially represents either 'have' or 'have-not' markets. Principal competition for major systems is provided by Alcatel (especially in the Magreb), Siemens and Ericsson. The anticipated reconstruction opportunities in Kuwait have been slow to materialize. Canadian technology is appreciated, but many countries feel that our equipment is over-priced. Glenayre has been notably successful in penetrating many of these markets, but Canadian success has otherwise been spotty.

- TIER B:**
- Algeria Larger Canadian companies such as BCI, Northern, etc. and niche players do see a potential in this market, with the caveat that training, in-country presence and local technical support may be necessary for any projects of magnitude.
  - Morocco Viable market, but with no concessionary or export financing currently available.
  - Saudi Arabia Limited success in recent years for Canadian companies. The Kingdom's ambitious plan to add 750K lines has resulted in major marketing efforts by Northern Telecom and others. BCI is also active, with their chances of success bolstered by their eleven years of activity in the Kingdom. A Canadian paging system (Glenayre) is in place, with expansion of system possible sometime during the next two/three years. A local agent is imperative, and selection should be made carefully, as a company's 'chosen one' will probably represent them for as long as they are in the market (Such agreements are very difficult to break).
  - Israel Interesting market, but one which attracts little focused attention in terms of telecom export promotion. Demarcation between commercial telecom and defence is blurred, making export permits a necessity.
- TIER C:**
- Tunisia Good market potential for CATV, switching, microwave, rural radio and paging systems, but financing is a necessity.