

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: RIYADH

Market: SAUDI ARABIA

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- Performance of local agent or representative

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

Activity: DAIRY CATTLE & GENETIC MATERIAL SEMINAR MAY 1989
Expected Results: INCREASE SALES OF CDN BREEDING STOCK AND GENETIC MATERIAL

Activity: TECH PROCESSED FOOD AND ANIMAL FEEDS MISSION OCT. 1989
Expected Results: IDENTIFY AND DEVELOP SAUDI MARKET FOR PROCESSED FOODS AND ANIMAL FEEDS

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

Activity: ORGANIZE SELF FINANCED MISSION TO AGRIBITION JUNE 1990
Expected Results: 2-3 NEW AGENCY AGREEMENTS

Activity: BIENNIAL VISITS TO MAJOR AGRICULTURE AREAS
Expected Results: RAISE AWARENESS OF CDN CAPABILITIES AND IDENTIFY SPECIFIC EXPORT OPPORTUNITIES

Activity: PREPARE MARKET SURVEY FOR AGRICULTURE & FOOD SECTORS
Expected Results: HEIGHTEN CDN INTEREST IN SAUDI MARKET