

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: KUWAIT

Market: KUWAIT

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Performance of local agent or representative
- LACK OF INTEREST IN MKT BY CDN EXP
- TRANSPORTATION COSTS.

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

Activity: CONTINUE TO BUILD UP-TO-DATE EXPORTER AND IMPORTER LISTS
Expected Results: LISTS PREPARED FOR USE ON WTN SYSTEM.

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

Activity: PROCESSED FOOD OPPORTUNITIES REPORT - GULF
Expected Results: INCREASED MARKET AWARENESS.