

Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

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

Activity: GATHER MARKET INTELLIGENCE ON ENGLISH, FRENCH AND US COMPETITION IN ORDER TO OFFER SUPPLIES AND SERVICES TO ACTUAL USERS.

Results Expected: INCREASE NUMBER OF CDN COMPUTER SYSTEMS FIRMS IN KSA.

Activity: CREATE AN ELECTRONIC BULLETIN WHICH WILL OFFER TECHNICAL NEWS FROM CANADA TO LOCAL USERS AND BUYERS.

Results Expected: INCREASE FAMILIARITY WITH CDN COMPUTER FIRMS.

Activity: PROMOTE SALE OF COMPUTER BASED SYSTEMS FOR OVERHAUL AND MAINTENANCE OF INDUSTRIAL PLANTS

Results Expected: SALE OF SYSTEM TO ONE OF MAJOR INDUSTRIAL USERS (PETROCHEMICAL) IN KINGDOM.