Export and Investment Promotion Planning System

MISSION: 348 KUWAIT   COUNTRY: 311 KUWAIT

Projects or portion of projects which are still in the planning
stage and for which Canadian companies might have reasonable prospects.

   iii) Project Name: PHYSIOTHERAPY & REHABILITATION HOSPITAL
                       (KUWAIT)
      Approximate Value: $ 125   M
      Financing Source: 012 DOM
      For further info. please contact:
            EMBASSY

The Trade Office reports that the following factors influence Canadian
export performance in this market for this sector (sub-sector).
      - there are import restrictions which can present significant problems
      - exports of certain products or services to this country are subject
        to Canadian export controls
      - the degree of import duty protection of local industry tends to be
        low

In the Trade Office's opinion, Canadian export performance in this sector
(sub-sector) in this market is lower than optimum mainly because of:
      - a lack of interest in the market on the part of Canadian exporters
      - non competitive pricing
      - the apparent limited sectoral capability in Canada compared to other
        competing export countries
      - difficulties of adaptation of marketing techniques to the market by
        some Canadian companies
      - other factor(s) described by the Trade Office as follows:
          - FAILURE OF CANADIAN COMPANIES TO ACTIVELY PURSUE IDENTIFIED
          OPPORTUNITIES.
          - INFREQUENT MARKET VISITS

Some Canadian exporters to this market in this sector(sub-sector)
have enjoyed success previously as a result of a variety of
factors which the trade office reports to include:
      - participation in trade fairs
      - use of Canadian Government export promotion activities
      - use of provincial governments export promotion activities

The Trade Office has recommended that a comprehensive market study
of this sector (sub-sector) would enhance the knowledge of
Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available
to them have some limitiations in particular:

In support of Canadian exports in this sector (sub-sector) the
Trade Office is currently engaged in activities which include:

Activity: FOLLOW-UP ON ONTARIO/FEDERAL PARTICIPATION IN MEDICARE '87

     Results Expected: PARTICIPANTS WILL CONTINUE CORRESPONDENCE
                     WITH KEY CONTACTS