

Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- 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
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters

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:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market

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.

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

Activity: BUILD UPON CURRENT TRAINING MEDICAL STAFF IN CANADA

Results Expected: INCREASE AMOUNT OF TRAINEES UP TO 1,000 BY 1990

Activity: ARRANGE VISIT OF RYERSON TO PURSUE FURTHER POLYTECHNICAL INSTITUTE PLANNED BY ROYAL COMMISSION JUBAIL AND YANBU

Results Expected: ESTABLISHMENT OF POLYTECHNICAL INSTITUTE UNDER RYERSON SUPERVISION

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: INTRODUCE CANADIAN MANAGEMENT CAPABILITIES TO SAUDI HEALTH AUTHORITIES.

Results Expected: TO ENABLE CDN COS TO BID ON MOH AND OTHER PUBLIC AND PRIVATE HOSPITALS.