

## Export and Investment Promotion Planning System

MISSION: 339 ABU DHABI

COUNTRY: 328 UNITED ARAB EMIRATES

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

ii) Project Name: IMPLEMENTATION OF TELETXT AND GCC  
TELECONFERENCING SYSTEM

Approximate Value: \$ 50 M

Financing Source: 012 DOM

For further info. please contact:

L-J FRECHETTE TLX 22446 CANADA EM

iii) Project Name: CONSULTANCY FOR SETTING UP OF TRAINING  
CENTRE

Approximate Value: \$ 10 M

Financing Source: 012 DOM

For further info. please contact:

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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

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
- competitive export pricing for this market
- strong sectoral capability in Canada

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: FREQUENT VISITS TO PRESIDENT OF GENERAL TELECOMMUNICATIONS ORGANIZATION, OMAN & PRESIDENT OF ETISALAT, UAE & SENIOR OFFICIALS OF BOTH TO REINFORCE CANADIAN REPUTATION IN SUBSECTOR.

Results Expected: FAVOURABLE APPROACH AND UNDERSTANDING OF CANADIAN CAPABILITIES.