

RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: RIYADH

Country: SAUDI ARABIA

Compared to major competitive destinations, Canada is perceived to have

the following advantages:

- STRONG ECONOMY: POSITIVE OUTLOOK
- POLITICAL STABILITY
- RESOURCE RICH
- WELCOMING POLICY
- BUSINESS IMMIGRANT PROGRAM.

the following constraints:

- LITTLE KNOWN
- DISTANCE
- CANADIAN \$ NOT A MAJOR CURRENCY
- HIGH TAXES
- LOW VISIBILITY OF CANADIAN BANKS AND INVESTMENT DEALERS

The mission indicates the following potential for various types of investment from within its territory/country:

Type of Investment	Potential
Portfolio	HIGH
Acquisition	MEDIUM
Greenfield	LOW
Joint Venture	MEDIUM
Strategic Partnering	LOW
Technology Licensing	LOW

The mission believes that the following sectors are of greatest interest to investors in its territory/country with an assigned ranking of 1-10:

Sector	Ranking
Agriculture/Food/Fish	9
Resource Processing	2
Machinery and Equipment	5
Transportation	8
Consumer Products	4
Commercial Service	1
Computer and Communications	3
Health Care Products/Medical	6
Aerospace and Defence	10
Strategic Technologies	7