

Export and Investment Promotion Planning System

MISSION: 339 ABU DHABI

COUNTRY: 328 UNITED ARAB EMIRATES

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
- difficulties in obtaining credit facilities in Canada
- 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:

- support provided by the PEMD program
- 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.

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

- product/service information from Canadian companies

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

Activity: FOLLOW UP WITH PARTICIPANTS FROM UAE AND OMAN IN FOOD PACIFIC, VANCOUVER AND INTRODUCE CANADIAN FOOD COMPANIES.

Results Expected: BOOST EXPORTS FROM CANADA. REGULAR ACCESS TO THE MARKET. APPOINT NEW AGENTS IN UAE & OMAN.

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: UNDERTAKE A MINI-MARKET SURVEY TO BETTER IDENTIFY POTENTIAL FOOD IMPORTERS IN SUB-SECTORS LISTED IN 7.5

Results Expected: BOOST IMPORTS FROM CANADA. REGULAR ACCESS TO THE MARKET.