

Export and Investment Promotion Planning System

MISSION: 347 RIYADH

COUNTRY: 322 SAUDI ARABIA

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

ii) Project Name: AUTO REPAIR/SERVICE GARAGE EQUIPMENT

Approximate Value: \$ M

Financing Source: 013 NFR

For further info. please contact:

J. FAKHNI TLX 404893

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
- approval of technical standards can present problems in the case of some imported products

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
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters
- other factor(s) described by the Trade Office as follows:
OTHER THAN GM-CHRYSLER, CDN PARTS COY ONLY APPROACHED MKT IN 86, BUT HAVE HAD INCONSISTENT MARKET FOLLOW-UP OF SOME LEADS BY FIRMS. US AND JAPANESE HAVE DOMINATED THE MKT TO DATE, BUT NOW THERE IS A MOVE TOWARDS CDN AUTO PARTS SOURCES BASED ON PRICE.

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
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

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

Activity: REINFORCE THE CDN REPUTATION AS A LEADER IN THE AUTOMOTIVE IND BY INTENSIFYING THE PUBLICITY.

Results Expected: INCREASE THE CDN SHARE OF THE MARKET.